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Constructions in *How to Win Friends and Influence People***

*Nuning Yudhi Prasetyani*

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### Translation Analysis of Ideological Aspects through the Use of Rhetorical Constructions in *How to Win Friends and Influence People*

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#### Abstract

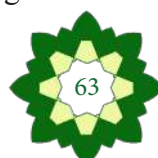
*Rhetorical construction may have a number of functions in a text. It attempts to prompt a reaction to the message of a statement by expressing it in words that have particular connotations. The study aims at the application of rhetorical constructions reflecting the author's ideology, Dale Carnegie, in 'How to Win Friends and Influence People' and how the translator rendered them through the selection of translation techniques into Indonesian version using Van Dijk's CDA model to determine the quality of translation. By applying a content analysis, the study finds that in general the author uses rhetorical constructions such as repetitions, metaphors, rhetorical questions, and hyperboles to represent his ideology in this book. The author explores a lot on the persuasive and motivational ideology. The findings also show evidence that the translator implements several different translation techniques, such as established equivalent, variation, transposition, amplification, and modulation in order to attain a high quality of translation and to preserve the author's ideology. Meanwhile, the use of translation techniques such as literal, reduction, generalization, modulation (optional), and discursive creation result in a lower quality of translation and also create a shift (in form and meaning) in the translated version. Thus, these techniques used show the translator's ability to comprehend what is behind the text, and the translator must also take into consideration any shift in meaning of the ideological construction in the translation process so as to avoid a low quality of translation. This implies that translator should consider the ideology behind the author's intention to deliver his or her message and chooses the appropriate techniques of translation to maintain the original message in the translated version.*

**Keywords:** Ideology, translation quality, translation techniques, rhetorical construction, Van Dijk's CDA model

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#### Introduction

Translation has been dealt with from the perspective of various different aspects of language, such as linguistics, pragmatics, stylistics, critical discourse, etc. (Baker, 1992), (Newmark, 1988a), (Hatim & Mason, 1997), (Nord, 1997). Translation is a part of ideological action and no texts are ideologically free (Schaffner, 1996; 2004) since it explores how the texts are reconstructed and manifested through the choice of some elements of language toward



the target text. Fairclough (1989) and Van Dijk (2000) discover that the study of ideology becomes the principal point for critical discourse analysis (CDA). Translation is not only transferring the existing message in the source language to the target language, however, it must reflect the message delivered by the author or speaker. There must be a rationale that contains such an ideology in his or her writing. Thus, a good translator must be aware of rendering the author or speaker's message through his or her translation activity. Munip (2018) and Al Farisi (2018) explore in depth the ideology of translation but not the translation of ideology. They focus on the translation of Arabic into Javanese (Munip, 2018) and the translation of Arabic into Indonesian (Al Farisi, 2018). From the above explanation, these two researches only explore on the ideology of translation rather the translation of ideology. They do not address in detail the question of how the occurrence of a shift in meaning may affect the quality of a translation. While, in this study, the researcher wants to explore more on the translation of ideology which will be correlated with the critical discourse using CDA of Dijk's model.

The relationship between ideology and language has for a long time aroused the interest of scholars from various disciplines, particularly from linguistics, philosophy, political science, sociology, and psychology (Schaffner, 1996). Research on ideology and ideological meanings, along with their concepts and applications, is primarily carried out by some linguists, especially those who are engaged in the field of critical discourse analysis. These scholars are (Fairclough, 1989) explores deeply on the dialectical-relational approach, Van Dijk (1999) focuses his ideological stance through the socio-cognitive approach and Josephson, (1991) who concerns on discourse-historical approach. They do not view a text either textually or contextually because it is through the media that an ideology can be determined in terms of its nature and function. CDA may also be used in studies in other scientific fields, particularly in the social sciences, humanities and literature. CDA emphasizes holistic and contextual characteristics and this also makes it an important method and theory for multidisciplinary studies. In addition to lexicalizations, rhetorical constructions may also be used to reflect an ideological point of view.

It is believed that translation is a type of activity that can represent and bridge different languages, cultures and also ideologies. Thus, to link among the language, ideology and the translation are a kind of something interesting to do, since there are less researches to conduct on the relation between ideology and rhetorical construction in the translation point of view. Abdul Aziz (2008), explores on some rhetorical devices in the english translated version on Surah Al Fatiha. This study discovers much on the use of rhetorical devices as a stylistics tool rather than ideology. Cui & Zhao (2014) tries to investigate the rhetorical figures in the advertising discourse and the translated version, but his study does not explore about the evaluation of translation quality, but only focus in the use and their function. While, Jaber, (2016) focuses his study on the use of repetition (one of the rhetorical device) to explore the political agendas to stay in power in political speeches by three Egyptians presidents and its translation version. Those three researches above do not relate the use of rhetorical device or construction to show the author's ideological point of view. Meanwhile, in this study, the researcher tries to investigate deeply on the translation of ideology through the rhetorical constructions of Dijk's CDA model manifested in the persuasive-motivational book of *How to Win Friends and Influence People* and the translated version. She, then, wants to discover the translator's decision on applying translation techniques through the translation result and determine the quality of translation.

The book *How to Win Friends and Influence People*, which is translated into Indonesian with the title *Bagaimana Mencari Kawan dan Mempengaruhi Orang Lain*, is a famous book written by the well-known motivator, Dale Carnegie. This book introduces the

reader to the steps that can be used to motivate, win, and influence people without hurting their feelings. The book also teaches us how to be a good friend and leader. This book has been translated into 37 languages and to the present day is still one of the best-selling motivational books. In 2005, this book had already been printed 10 times in Indonesia. There are 4 tenets explored in this book, namely: the basic techniques for dealing with people, how to make people like us, and how to influence people and win people. In this study, the researcher intends to investigate in depth ideology presented through the use of rhetorical construction, based on the CDA model proposed by Teun A. van Dijk.

This research is based on Dijk's CDA model, focusing on the translation of rhetorical constructions that are found in the persuasive-motivational discourse of the book entitled *How to Win Friends and Influence People*, and uses a qualitative research method as the basis for its data analysis. T.A. van Dijk (2006) states that an ideological structure is constructed through Meaning, Form and Action, which includes rhetorical construction. In addition to lexicalization, it is in rhetorical construction that a codification of ideology serves as a basis and is evaluated using the strategy of the 'Ideological Square' (T.A. van Dijk, 2006): Emphasize our good things versus Emphasize their bad things and De-emphasize our bad things versus De-emphasize their good things. Dijk believes that rhetorical constructions play an important role for an author to explore his/her ideas since they represent the model of context, events and social behaviour for an individual and even for certain communities.

Teun A Van Dijk (1999) introduces a socio-cognitive approach for the basic framework of his CDA, in the form of a conceptual triangle of society, discourse and social cognition, in which ideology constituted by critical discourse analysis plays an important role in creating the common social cognitions accepted by social groups, organizations or institutions. According to Teun A Van Dijk (1995), "Ideologies are defined as basic systems of fundamental social cognitions and organizing the attitudes and other social representations shared by members of groups". Furthermore, T.A. van Dijk, (2006, 2011) explains that as the basis of a social group's self-image, ideologies organize its identity, actions, aims, norms, values and resources as well as its relations to other social groups. Ideologies often appear in polarized thoughts, opinions, actions and discourses and are expressed and generally reproduced in the social practices of their members and more particularly acquired, confirmed, changed and perpetuated through discourse. Through CDA, T.A. van Dijk (2006) argues that 'syntactic structures and rhetorical constructions such as metaphors, hyperboles or euphemisms are used to emphasize or de-emphasize ideological meanings..'. He believes that the role of rhetorical construction is to represent a particular ideological point of view by emphasizing the particular interests of a person or even a particular group of people.

Levy in Bassneet (2002) suggests that translation occurs because of the unity between the language structure and all the systems surrounding the language itself, including the aesthetical norms or functions in the language. Translation is essentially the activity of rendering the message or the idea of the source language into the idea of the target language, first by expressing its meaning, and then its language style. Whatever the definition given by the experts, translations aim to produce the work of a translation. Nababan (2003) states that the product of a translation is intended to help overcome the communication gap between the source language reader and the target language text reader. However, a good translation product will depend on the translator's skill in performing his or her duty during the translation process. Further, Hatim & Mason (1997) describe the translation of ideology as being divided into three types of mediation, namely: minimal, maximal and partial mediation in translating texts related to ideology. They show that in these three categories of mediation, the translation of ideology is in cohesion, transitivity, over-lexicalization, style-shifting, and word choice. They provide a clear explanation in their study about how lexical, grammatical

and text-structure preservation can determine how the author's ideology is evident in the resulting discourse. In this case, therefore, the translator must be very careful in rendering a message or intent that contains the ideological values of the author.

Ideology and discourse have a very close connection. It has been proven that no discourse or text can be separated from the ideology itself. Some experts in the field of critical discourse analysis assert that ideology is influenced by and influences the society embodied in both oral and written discourse. An author definitely reflects his or her ideology through a series of lexicalization as well as in the choice of rhetorical and grammatical construction in order to introduce and elaborate a particular style of speech and thought. This also affects the translation when the text or discourse is translated. The original text will not be equivalent to the translated text, or in other words there will be a shift in the translation, due to differences in the ideology between the author and the translator. The current research describes the various theories and concepts that support the discourse, ideology, and translation of discourse. Schäffner (2004a) claims that all translations are ideological since the choice of a source text and the use to which the subsequent target text is put are determined by the interests, aims and objectives of the social agents. She explains that ideological aspects can be determined within a text itself, both at the lexical level and at the grammatical level. Moreover, Schaffner adds that ideological aspects may be more or less obvious in texts, depending on the topic of the text, its genre and its communicative purpose.

Teun A Van Dijk (1999, 2000, 2006) believes that one of the aspects which creates the strongest influence in a text is rhetorical construction. Hatim & Mason (1997) also agree that certain rhetorical forms may also represent a person's ideology. Nida, E. A. & Charles (1982) states that a text should also be adjusted to suit the conditions or the place in which the text is used as a communication tool. They also note the use of rhetorical features in a text that have a strong influence or appeal in the language used. This is in line with the opinion of a number of experts, namely that all forms of text have different communication functions and goals. This can be seen in how a writer chooses his own rhetorical style based on the genre of the text.

In *How to Win Friends and Influence People*, rhetorical construction plays an important role in motivating and persuading the reader to do something which is beneficial for him/herself or for others. In addition, rhetorical construction also shows the author's ideology by shaping the text. Therefore, rhetorical construction is believed to have the ability to show communicative goals, and since it is a way of shaping the ideology, the translator should therefore be careful in rendering it into the target language. Nida, E. A. & Charles (1982) state that it is not only meaning, but also style which is translated into the target language as closely as possible. This has a strong influence on the reader of the target text, and the translator must therefore take into consideration the target language reader's comprehension of the text and the culture of the target language. The language style in the persuasive-motivational text in *How to Win Friends and Influence People* represents the author's ideological construction and is portrayed through rhetorical construction. The ideological construction serves not only to shape the text, but also has the communicative goal of motivating and persuading.

Furthermore, Dijk explains that discourse may also show the use of a certain structure of strategy known as rhetorical structure. Moreover, Teun A. Van Dijk (1999) says that the main function of rhetorical construction intended for a person or a certain group of people is to indirectly reflect a mental model. This mental model is a mental representation of something existing in a person or a group's episodic memory. The mental model influences how events or actors are described positively or negatively, which might be ideologically



biased by the mental model itself. Thus, rhetoric in this case serves as a tool for persuasive communication to show a certain social event model so that it may be understood by a group of people or a certain community and be used to attract their attention.

In an ideological analysis, rhetorical constructions are recognized as tools for emphasizing or de-emphasizing intentions and have the function of showing the opinion of the author with an ideological nuance. These rhetorical structures or constructions appear in almost all discourse in the form of alliteration (forms of sound and rhyme), repetition (the use of the same words, phrases, or sentences, parallel structures or syntactic level comparison), rhetorical questions, metaphors, hyperboles, irony, and the like.

### **Method**

In order to understand which translation techniques that the translator uses in rendering the rhetorical constructions, the researcher uses the ideas presented by Molina & Albir, (2002) in 'Translation Techniques Revisited: A Dynamic and Functionalist Approach'. In order to identify the translation techniques adopted, Molina & Albir's model (2002: 509-511) is employed. These two experts in translation propose a number of translation techniques, explaining that translation techniques serve as procedures to analyse and classify how translation equivalence functions. Translation techniques have 5 basic characteristics: (1) They have an effect on the translation, (2) They are classified using a comparison of the source text, (3) They have an effect on or influence micro units of a text, (4) They are discursive and contextual in nature and (5) They are functional. There are 18 techniques proposed by these experts: adaptation, amplification, borrowing, calque, compensation, description, discursive creation, Established Equivalent, generalization, linguistic amplification, linguistic compression, literal translation, modulation, particularization, reduction, substitution, transposition, and variation. Meanwhile, for carrying out a Translation Quality Assessment (TQA), the parameter developed by M. Nababan et al.(2012) in "Pengembangan Model Penilaian Kualitas Terjemahan" is applied.

### **Results and Discussions**

The book *How to Win Friends and Influence People*, with its persuasive-motivational nuance, shows broad use of linguistic features that influence the reader's thoughts and opinions, encouraging the reader to act positively and to contemplate what may be learned from his or her own life or the life of others, as the basis of a model for living life or overcoming problems.

There are 228 examples of rhetorical construction in this book. From these 228 examples, 177 (77.63%) are translated accurately, 39 (17.10 %) are translated less accurately and 12 (5.26 %) data are translated inaccurately. 200 (87.71%) show a high level of acceptability, while 25 (10.96 %) have a moderate level of acceptability and 3 (1.31 %) have a low level of acceptability. 215 (94.29 %) cases are translated with a good level of readability, 12 (5.26 %) with a moderate level of readability, and 1 (0.43 %) is translated with a low level of readability (see Table 1). There are 49 cases which show a shift in the ideological construction (see Table 2).

**Table 1**  
**Rhetorical Construction, Translation Technique and Translation Quality**

Rhetorical Construction	Translation Technique	Frequency of Use	Number of Data	Accuracy			Acceptability			Readability		
				3	2	1	3	2	1	3	2	1
Repetition	Established	154 29 27 19 15 14 10 4 4 3 2	139	114	22	3	129	10	0	134	5	0
	Equivalent											
	Variation											
	Amplification											
	Transposition											
	Reduction											
	Literal											
	Generalization											
	Modulation											
	Reduction											
	(Implicit)											
	Discursive											
	Creation											
Compensation												
<b>Average Score of Translation Quality</b>				<b>2.79</b>			<b>2.92</b>			<b>2.96</b>		
Metaphor	Established	50 17 9 6 6 4 4 3 2 1	65	44	14	7	51	12	2	61	4	0
	Equivalent											
	Literal											
	Amplification											
	Variation											
	Modulation											
	Reduction											
	Generalization											
	Transposition											
	Compensation											
Discursive												
Creation												
<b>Average Score of Translation Quality</b>				<b>2.56</b>			<b>2.77</b>			<b>2.93</b>		
Rhetorical Question	Established	20 11 3 3 2 1 1	21	18	2	1	19	1	1	19	1	1
	Equivalent											
	Variation											
	Amplification											
	Generalization											
	Modulation											
	Discursive											
	Creation											
Literal												
<b>Average Score of Translation Quality</b>				<b>2.80</b>			<b>2.85</b>			<b>2.85</b>		
Hyperbole	Established	2 1 1	3	1	1	1	1	2	0	1	2	0
	Equivalent											
	Literal											
	Discursive											
Creation												
<b>Average Score of Translation Quality</b>				<b>2.00</b>			<b>2.33</b>			<b>2.33</b>		
<b>Total Score of Translation Quality</b>				<b>2.54</b>			<b>2.78</b>			<b>2.76</b>		
<b>Average Overall Score of Translation Quality</b>				<b>2.69</b>								

Table 1 presents the relationship between translation techniques and the degree of translation quality. It also shows the translator's ability to choose translation techniques which produce good translations. The translator adopts various translation techniques to translate the rhetorical constructions, some of which preserve or maintain the ideology in persuading and motivating the readers, while others cause a shift in the meaning and form. The translation techniques chosen by the translator to express the meaning or the message in the target language may cause a shift in the ideological construction of the book *How to Win Friends and Influence People*. Some of the shifts in ideological construction are due to the translator's inappropriate choice of translation technique, while others are caused by the

limited expression available in the target language and the translator's limited knowledge of the ideological construction itself expressed by the author through various forms of rhetorical construction. A shift in the ideological construction may also influence the levels of accuracy, acceptability and readability of the translation although not all shifts in ideological construction will result in a low quality or inaccurate translation. This is caused by the choice of the unsuitable techniques of translation in rendering the message.

As stated before, Dijk, T.A's CDA model gives more attention to text, social cognition and social context. The essence of van Dijk, T.A's model (1999, 2000) is the combination of three dimensions of the discourse in a single unit of analysis. The text dimension focuses on how the text structure and discourse strategy are used to confirm a particular theme.

In this present research, it was found that of the 228 examples of rhetorical construction, 179 (78.51%) cases show no shift in the ideological construction while 49 (21.49%) cases show a shift in the ideological construction. The translation techniques that do not cause a shift in the ideological construction or in the meaning of the rhetorical construction, and maintain a good quality of translation or result in good equivalence are established Equivalent, variation, transposition (obligatory), modulation (obligatory), and amplification. These techniques not only produce a high quality of translation but also maintain the ideological construction.

The technique of established equivalent is used a great deal by the translator for translating rhetorical constructions, since this technique matches the rules in the target language. Moreover, this technique does not produce a shift in the ideological construction, nor does it cause a shift in the meaning. The translator also has a tendency to choose obligatory rhetorical construction because it adjusts to the point of view that has been adapted to fit the target language in accordance with the existing context. The technique of amplification is adopted to obtain clearer information about the implicit meaning in the source language which is then made explicit in the target language.

Table 1 also presents the total number of degree of translation quality showed 2.54 for the degree of accuracy, 2.78 for the degree of acceptability and 2.76 for the readability. The quality of translation shows that the translator rendered these rhetorical constructions are mostly accurate, acceptable and readable. Meanwhile, there are still found the result of the translated version which are less and not accurate, acceptable, less easy to read and difficult to read. The application of the techniques which refers to the low quality of translation is given below:

**Table 2**  
**Translation Technique and Shift in Rhetorical Construction**

Shift in Rhetorical construction	Number of data	Translation Technique	Translation Quality								
			Accuracy			Acceptability			Readability		
			3	2	1	3	2	1	3	2	1
Shifted	49	Literal		13	6	6	13		13	6	
Shifted		Partial Reduction		11	5	9	4	3	10	5	1
Shifted		Generalization		7		6	1		6	1	
Shifted		Amplification		1		1			1		
Shifted		Total Reduction			2			2			2
Shifted		Compensation		1		1			1		
Shifted		Discursive creation			2	2			2		
Shifted		Modulation (optional)		1		1			1		

Table 2 shows that 49 (21.49 %) data undergo a shift of ideological expressions. The shifted data are influenced by some techniques, namely: literal, discursive creation, reduction (partial and total), amplification, generalization, discursive creation, compensation and optional modulation. Literal technique sometimes does not change the degree of

accuracy but rather influence the degree of acceptability and readability. Discursive creation, reduction (both partial and total), generalization and modulation (optional) techniques cause shift of ideological expressions in repetition, metaphor, rhetorical question and hyperbole. Meanwhile, amplification and compensation techniques contribute mostly the good of translation quality, but only a few data shows that these techniques lead to the shift of meaning. The ideological expressions represented through these rhetorical constructions reflected the communicative purpose of the author. The translator must be aware of author's ideology through his writing, namely persuading and motivating his readers. Therefore, the translator must be careful in choosing the appropriate selection of translation techniques in order to acquire the good translation quality. A more detailed description is given below:

### The Use of Repetition (Data 1, 2 and 3)

Data 1	ST	<i>....I had missed, plowing through erudite tomes on psychology, poring over hundreds of magazine articles, searching through countless biographies, trying to ascertain ...</i>
	TT	<i>....telah saya lewatkan, menggali semua mengenai psikologi, menelusuri beratus-ratus artikel majalah, mencari biografi yang tak terhitung jumlahnya, berusaha untuk menyimpulkan .....</i>
Data 2	ST	<i>..... how to understand and get along with people; how to make people like you; and how to win others to your way of thinking.</i>
	TT	<i>..... bagaimana mengerti dan bisa bergaul baik dengan manusia; bagaimana membuat orang lain menyukai anda; dan bagaimana memikat orang lain dengan cara berpikir Anda.</i>
Data 3	ST	<i>....Be hearty in your approbation and lavish in your praise, ...</i>
	TT	<i>... Jadilah tulus dalam penerimaan Anda dan murah hati dalam memberi penghargaan, ....</i>
	BT	<i>....Be hearty in your approbation and lavish in the praise, ....</i>

ST: source text, TT: Target text, BT: Back translation

In data 1, the author wants to describe how he managed his time and activities when preparing this motivational book, and he does this by expressing it in the form of repetition (data 1). In data 2 and 3, meanwhile, the author wants the reader to develop and respect people's existence as human beings who deserve to be well-appreciated. Repetition moves such as syntactic parallelism, rhyme or alliteration may further increase the attention paid to such semantic properties of the discourse, and thereby enhance the possibility that will be stored, as intended, in the preferred model of an event (Teun A. Van Dijk, 1999). Therefore, the function of repetition is to attract the reader's attention to a certain intention and construct meanings existing in the mental model or the reader's memory to persuade or motivate the reader continuously. This is expressed in the following phrases '.... plowing through..... poring over..... searching through..... trying to ascertain' (data 1) and 'how to understand and get along with people; how to make people like you; and how to win others to your way of thinking' (data 2) which are accurately translated using techniques of Established Equivalent and amplification into '... menggali semua..... menelusuri..... mencari.....berusaha untuk menyimpulkan' (data 1) and 'bagaimana mengerti dan bisa bergaul baik dengan manusia; bagaimana membuat orang lain menyukai anda; dan bagaimana memikat orang lain dengan cara berpikir Anda'. Established Equivalent is used for words that have already

been formally matched in the target language, either because they are in the dictionary or because they are known and agreed upon by a particular community as a language user (the use of colloquialism) (Molina & Albir, 2002). The translator also applies the technique of amplification to introduce details that are not formulated in the source text to produce a high level of readability in the phrase 'get along with people', which is translated as 'bisa bergaul baik dengan manusia' (can get along with people). In data 3, meanwhile, the translator renders 'Be hearty in your approbation and lavish in your praise into 'Jadilah tulus dalam penerimaan Anda dan murah hati dalam memberi penghargaan', using Established Equivalent, variation and reduction (implicit). These chosen techniques produce a high quality of translation. The use of the variation technique is to change linguistic or paralinguistic elements (intonation, gestures) that affect aspects of linguistic variation: changes of textual tone, style, social dialect, geographical dialect. The translator tends to maintain the use of 'Saya (I)' and 'Anda (you)' since the use of these pronouns places emphasis on showing respect to the reader so as to keep motivating and winning him or her over. The application of the reduction technique is used to suppress information from the source text in the target text. This may be in the form of either partial or total reduction, such as in the phrase '... lavish in your praise' which is rendered into '....dan murah hati dalam memberi penghargaan' (...lavish in the praise). The translator's decision in choosing those techniques of translation show not only the high accuracy of the translated version but also maintain the form of rhetorical construction. The form of repetition applied in this book and the translated version is successfully preserved to get the reader's attention to a certain intention and construct meanings in the mental model (self-belief and self-knowledge). This also shows that the translator maintains the communicative purpose of the ideological construction through repetition.

#### The Use of Metaphor (Data 4, 5 and 6)

Data 4	ST	<i>No one with a trace of horse sense would expect a child three years old to react to the viewpoint of a father thirty years old.</i>
	TT	<i>Tak seorang pun akan mengharapkan seorang anak tiga tahun bereaksi terhadap pandangan seorang ayah berusia tiga puluh tahun.</i>
Data 5	ST	<i>... But as soon as he got his feeling of importance from a representative of the company, his imagined grievances vanished into thin air.</i>
	TT	<i>...Tapi begitu dia mendapat perasaan penting ini dari seorang wakil perusahaan itu, keluhan khayalnya itu lenyap di telan udara.</i>
Data 6	ST	<i>If some people are so hungry for a feeling of importance that they actually go insane to get it...</i>
	TT	<i><u>Kalau sebagian orang merasa lapar akan perasaan penting sehingga mereka benar-benar menjadi gila untuk memperolehnya...</u></i>

ST: source text, TT: Target text, BT: Back translation

In data 4 and 5 the author wants to show his ideology through metaphor. Metaphor may function as the ideological control when information that is unfavorable to us is made less prominent whereas negative information about them is emphasized Teun A Van Dijk (1995). The term metaphor refers to a word or a phrase that is used to establish a comparison between one idea and another. This is also supported by Goatly (2011) states that metaphors play different roles in various kinds of discourse, primarily to: (1) Convey ideologies, (2)

Convey information, (3) Fill lexical gaps, (4) Act as decoration and hyperbole (5) Express emotional attitude. The metaphor is also one of the most commonly used rhetorical forms in a discourse since it is believed that one of the communication tools of language is metaphor. Lakoff & Johnson (1980, 1992) state that metaphor is primarily a form of language but it also represents a person's thoughts or actions. It is a poetically linguistic expression used to convey a concept when the author or speaker wants to express the concept using other than ordinary language. It is through metaphor that a language shows the beauty of its expression. Searle (1982) suggests that metaphorical meaning always represents the speaker's intention. The types of metaphor that the author used most often are the conceptual metaphor (describing the mental process or condition of a concept, a person, or the object of quality or action) and the contextual metaphor (the social condition of a society at that time). Teun A. Van Dijk (1999, 2006;) also adds that a metaphor may be used to highlight a person's negative or positive characteristics, to compare one person to another, or to remind someone of something. Metaphor is intended as the control of an ideology when the information received is intended to emphasize or de-emphasize. The generalization technique is implemented to generalize a term or expression in a general or neutral way. The generalization technique makes a metaphorical construction become non-metaphoric. The translator selects this technique when transferring the metaphorical phrase 'No one with a trace of horse sense' to 'tak seorang pun' (No one) because it is believed that the translator lacks of knowledge of the exact expression to render this phrase. This not only changes the ideological construction in persuading or motivating the readers, but also shifts the specific meaning presented by the author through this metaphor. It means that both the purpose of the communication and also the result of the translation are inaccurate since the message are not translated well or there is a distorted meaning in the target text. The translator should translate this phrase as 'Tak ada seorang pun dengan pemikiran yang sehat...' (No one with logical thinking...) ... because the phrase 'horse sense' implies 'the ability to think logically'. The modulation technique tends to change the point of view, focus, or cognitive category in relation to the source text, and may be lexical or structural. (Molina & Albir, 2002). This is in line with the statement by Vinay & Darbelnet in Newmark (1988b). Machali (2000) also concurs with these other scholars, adding that the modulation technique can be divided into two, namely: obligatory and optional modulation. In this case, the translator prefers to use the obligatory modulation technique because it adjusts the viewpoint that has been adapted to the target language by understanding the context. The optional modulation technique, on the other hand, only demonstrates the translator's creativity. The phrase '... his imagined grievances vanished into thin air' which is rendered using the techniques of Established Equivalent and modulation into 'keluhan khayalnya itu lenyap ditelan udara', shows that the translator uses obligatory modulation by rendering it into 'keluhan khayalnya itu lenyap ditelan udara' (his imagined grievances vanished as if swallowed by thin air'). The combination of these two techniques brings about a high level of translation quality. The phrase '... hungry for a feeling of importance..' is rendered into '..merasa lapar akan perasaan penting..' by using literal and transposition techniques. The literal technique translates a word or an expression word for word (Molina & Albir, 2002) and this is in line with Nida's formal equivalence (Nida, E. A. & Charles, 1982). Meanwhile, transposition changes the grammatical category. Newmark (1988b) and Machali (2000) also discuss transposition in some detail. They divide transposition into 4 categories: (1) Shifts of obligatory and automatic forms caused by system and language rules. In this case, the translator has no choice, (2) Shifts made when a grammatical structure in the source language is not available in the target language, (3) Shifts made sometimes for a reasonable expression, although there may be a literal translation according to grammatical structures, unnatural or rigid equivalents in the target language, and

(4) Shifts made to fill vocabulary gaps in the target text using grammatical structures. The word 'hungry' which is rendered into '...merasa lapar' is not acceptable in Indonesian since it is too literal to comprehend. The translator should instead render it into 'haus' (thirsty). The phrase 'a feeling of importance' which is translated as 'perasaan penting' using obligatory transposition is however considered accurate. M. Nababan et al.(2012) states that the translation of quality assessment is based on the 3 items, namely, the level of accuracy, the acceptability and the readability. Accuracy deals with when the word, phrase, clause and sentence of source language text are rendered accurately into the target language; Absolutely, no distortion of meaning. Acceptability deals with when the translated version is natural. The use of technical term is common to the user or reader. The choice of word, phrase, clause and sentence must be based in the norm of target language. While, the level of readability deals with when the choice of word, phrase, clause and sentence of the translated version are easily understandable.

### The Use of Hyperbole (Data 7, 8 and 9)

Data 7	ST	<i>....one essential infinitely more important than any rule...</i>
	TT	<i>....satu hal yang jelas lebih penting dibandingkan dengan aturan lain...</i>
Data 8	ST	<i>....the Carnegie Foundation for the Advancement of Teaching uncovered a most important and significant fact....</i>
	TT	<i>Carnegie Foundation untuk Kemajuan Pengajaran membuka fakta paling penting...</i>
	BT	<i>Research done a few years ago under the auspices of the Carnegie Foundation for the Advancement of Teaching uncovered the most important fact...</i>
Data 9	ST	<i>From a purely selfish standpoint, that is a lot more profitable than trying to improve others...</i>
	TT	<i>Dipandang dari sudut diri sendiri, hal itu jauh lebih menguntungkan dari pada berusaha memperbaiki orang lain....</i>
	BT	<i>From a self-standpoint, that is a lot more profitable than trying to improve others...</i>

ST: source text, TT: Target text, BT: Back translation

Data 7, 8 and 9 show the use of hyperbole. The hyperbole is a semantic rhetorical device for enhancing and exaggerating meaning. By using special metaphors, especially in the strategy of positive self-representation and negative other-representation, we may expect that good or bad actions or properties of the self or other be expressed in a hyperbolic term (T.A. van Dijk, 2006). The translator is successful in translating '...essential infinitely more important..' using the Established Equivalent technique into '...yang jelas lebih penting..' and this is considered to be accurate. However, the phrase 'a most important and significant fact which is translated using literal and reduction techniques into '...fakta paling penting..' (the important fact) is considered less accurate because the translator deletes the word 'significant' which actually demonstrates the hyperbolic word. The translator should render it into '...fakta yang paling penting dan signifikan (a most important and significant fact). Meanwhile, the phrase '...a purely selfish standpoint' which is rendered using the discursive creation technique into '...sudut diri sendiri' (a self-standpoint) is considered less accurate, but it will be accurate if it is translated into 'sudut pandang keegoisan semata' (a purely selfish standpoint). The discursive creation technique is used to create temporary equivalence which

sometimes cannot be easily predicted out of context (Molina & Albir, 2002). The translated version does not maintain the essence of the phrase which functions to make a hyperbolic expression. The translator is not aware enough about the author's ideology through this hyperbole.

**The Use of Rhetorical Questions (Data 10 and 11)**

Data 10	ST	<i>I am all in favor of it, but why not begin on yourself? ...</i>
	TT	<i>Saya setuju dengan itu, tapi mengapa tidak mulai dengan diri Anda sendiri?...</i>
Data 11	ST	<i>There is only one way under high heaven to get anybody to do anything. Did you ever stop to think of that?...</i>
	TT	<i>Hanya ada satu cara di bawah surga untuk menggugah siapa pun melakukan apa saja. Apakah Anda pernah berhenti memikirkan hal ini?...</i>

ST: source text, TT: Target text, BT: back translation

In data 10 and 11, the author uses rhetorical questions. A rhetorical question is not exactly a question, but rather a device to draw the attention of the reader to something because the explicit expression of the content will not be as effective (Abioye, 2011). Rhetorical questions are examples of utterances of which the form does not match their function. They have the structure of a question, but the force of an assertion and so are generally defined as questions that neither seek information nor elicit an answer (Rohde, 2006). Thus, rhetorical questions are like interrogatives, but require particular answers which imply the obviousness of an assertion. They serve to synchronize the beliefs of the speaker and addressee. The rhetorical expression ...'but why not begin on yourself?..' which is translated using the techniques of established equivalent and variation into '... tapi mengapa tidak mulai dengan diri Anda sendiri?' and '...Did you ever stop to think of that?..' into '... Apakah Anda pernah berhenti memikirkan hal ini?..' are considered to be good quality translations. Through those techniques of translation, the translator is successful in maintaining both the form and also the meaning of the ideological construction through rhetorical questions. The translator maintains Dijk's emphasizing our good thing in her translated version as it is also reflected in the source text.

**Conclusion**

A text cannot be separated from the author's ideology since the author has his or her own purpose to get the reader's attention. By using a variety of rhetorical constructions, the author hopes to win, invite, persuade and motivate the reader. By using the CDA model of Dijk, this study shows that the book is greatly concerned with 'Emphasizing our good things' due to the fact that it is a persuasive-motivational book. The translator applies more than one technique of translation in rendering the meaning of text. There are still a number of inaccurate translations due to the choice and application of translation techniques which result in a shift in the ideological construction. This means that some shifts occur in the communicative purpose of the text itself. The rhetorical constructions in this book reflect the ideology of the author, whereby the author intends to express his ideas and opinions in order to win, invite, motivate, and persuade the reader through the text. There are elements of both intention and lack of knowledge in the translator's choice of translation techniques, due to either personal or technical reasons in dealing with the genre of the text. As a result, some of the persuasive-motivational elements also undergo a shift when the translator chooses less appropriate translation techniques. The choice of translation techniques in relation to the quality of translation show that the translator is highly influenced by his/her knowledge of



the text, not only in terms of the linguistic problems, but also the linguistics itself, namely the background of the text and the ideology of the author of the text.

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