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Table of Contents

Editorial Team

Table of Contents

Evaluation of User's Satisfaction with Reference Services in Selected Federal University Libraries in Southeastern Nigeria (85)

Otonekwu Florence Onyeisi, Saliu Usman Ajisafe, Oyedokun Tunde Toyese

Pekojan: Image of an Arab Kampong during the XVIII to XIX Centuries Bavia(99)

Johan Wahyudi, M. Dien Madjid

The Contrast Portrayals of American and Pakistani Culture in The Big Sick Movie(111)

Nidia Nikita, Ranti Andela, Ghina Zahra Fauziah, Zhia Aulia Nazafi

The Effectiveness of Zakat in Developing Muslims in Malaysia(127)

Khairul Azhar Meerangani

The Roots of Violence in Western Social Theories: In Search of Solution for Islam and Modernity..... (139)

Usep Abdul Matin

Translation Strategy of Proper Name (151)

M. Agus Suriadi, Ni' mah Nurul Ihsani



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Translation Strategy of Proper Name

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Abstract

Massive discussion has been done related to the translation strategy, including the proper name. This study discussed the types of a proper name and the translation strategy of a proper name in an English-Indonesian Novel Harry Potter and The Chamber of Secret. The data will be presented qualitatively by using Peter Newmark and Lincoln Fernandes theories. Six data are frequently typed into addressing name, four are typed as a geographical place, and one as an object name.

Moreover, the most strategies used to engage the equivalence effect are copy strategy with seven data, rendition strategy with three data, and re-creation strategy with one datum. Therefore, the copy strategy can be a solution to deliver proper names into TL because it preserves the proper name and introduces the foreign name of foreign culture to the target language and target culture. Moreover, if a proper name has its equivalence meaning in TL, it might be translated by rendition strategy.

Keywords: *translation; proper name translation strategy; types of a proper name; equivalence effect on translation.*

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Introduction

Translations can be defined as a process of conveying the message of source language text (SL) to target language text (TL) without changing the meaning, content, or message of the source text. Literary translation should reflect the author's imagination, intuition, and intellect. As a translator, she or he must be able to deliver a message from SL into TL properly, which can be understood by the target reader.

In translation, there are strategies that should be used. The strategy of translation is applied by translators whenever they face some obstacles during translating. Many studies discuss translation strategy, such as idiom translation strategy, slang translation strategy,



cultural terms translation strategy, metaphor translation strategy, and so forth. However, there is rarely study about translation strategy of a proper name.

The translation strategy of a proper name is one interesting object to be reviewed. This study is inspired by the researcher's observation of the translation objects, which one of them is proper name translation. It aims to know how the proper name is submitted to the target language without changing the intent of the source language, and how this makes the target reader easily knows the proper name.

In literary works, proper names are translated using various strategies depending on the translators' orientation. Some translators have orientation upon target reader. Thus, they must find the equivalent word of SL into TL, certainly without altering the meaning of SL. On the other hand, some of them are oriented to the source language. Hence, they retain the terms of the source language to be copied or borrowed into the target language.

Nevertheless, other translators choose to maintain the SL text, but still prioritize the TL; they loan a word from SL into TL but, they still provide additional information in footnotes and glossaries form or giving mark like curly brackets after the foreign term. As an example, is the proper name in Donald Duck's children's story. In the story, there are several figures' names that completely changed from the source names. For example, the character Huey Duey Louie turned into Kwik Kwek Kwak after translated into Indonesian. Also, Uncle Scrooge turned into Paman Gober, and Donald Duck became Donald Bebek. However, not only are the names of the figures but also the names of the places, things, and so forth which have been categorized as a proper name. Henceforward, because proper name has a variety of translations, the researcher is interested in observing further, especially in the field of literature.

This research has relevance with other previous researches done by some researchers. The first was written by Mozghan Sabzalipour and Kian Pishkarin 2015 entitled *Translation Strategies of Proper Nouns in Children's Literature (74-79)*. It aimed to analyze what strategy used by the translator to translate the proper names and to know the effect of culture on proper name translation. Their research used the quantitative method and used Farahzad's strategy, namely Transliteration and Transcription. Moreover, they used Fernandes' strategies, namely Copy, Rendition, Transcription, Substitution, Re-creation, Deletion, Addition, Transposition, Phonological Replacement, and Conventionality. The data were extracted from *Harry Potter and the Half-Blood Prince* (an English-Iranian novel). It resulted that 62.37% proper names mostly used Transliteration, that is matching a word in one alphabet into another alphabet of SL. The researchers thought that the translator must be aware of both languages' culture, and awareness of these culture-bound names can lead to the most appropriate translation.

The second research was written by Evelina Jaleniauskiene and Vilma Čičelytėin 2009 entitled *The Strategies for Translating Proper Names in Children's Literature (31-42)*. It aimed to analyze translation strategies applied in four English-Lithuanian books and to highlight some strategies that could be useful for any translator. They used quantitative method and applied strategy proposed by Eirlys Davies; those are Preservation, Addition, Omission, Globalization, Localization, Transformation, and Creation. The result showed that 72% of 424 names were translated by localization; the proper names are adapted phonologically and morphologically from SL into TL. It was the most frequent strategy applied, and it could be useful for any translator for translating the proper name.

The third research was done by Seyed Alireza Shirinzadeh and Tengku Sepora Tengku Mahadiin 2014, namely *Translating Proper Nouns: A Case Study on English Translation of Hafez's Lyrics (8-16)*. This research aimed to investigate strategies that had been used in rendering proper nouns in Hafez's lyrics. The researchers used quantitative method and adapted strategy proposed by Vermes (2003). The unit analysis of this research was a poem. The result showed that 31% of 48 proper names in the poem were transferred by Transference Strategy; it was the most preferably for rendering proper nouns of Hafez's lyrics into English.

From three previous types of research above, the relevance with the current research is the focus of the research; it is a translation strategy of a proper name in literary works. Meanwhile, the differences lie in theory used, the method used, and also the aims. The first previous research aimed to analyze what strategy used for translating proper names according to Farahzad and Fernandes theory using a quantitative method; the unit was a novel. The second research was to analyze the proper name translation strategies based on Eirlys Davies' theory using the quantitative method; the units were four children novels. Meanwhile, the last research focused on investigating strategies that had been used in rendering proper nouns in Hafez's lyric from Farsi into English according to Vermes using the quantitative method; the unit was an Iranian poem. Thus, the researches merely identify what strategy used to translate the proper name.

Nevertheless, this research also focuses on translation strategy of a proper name. The aims are to analyze the types of proper name according to Peter Newmark's theory, to identify translation strategy of a proper name by Lincoln Fernandes who used the descriptive qualitative method, to find the most frequent strategy used, and to know how the strategy gives impact on each proper name.

A proper name is a word or group of words that indicate the objects concerned by their characteristic without concerning their meaning (Gardiner 43). It is also defined as the institutionalized name of some specific person, place, organization, etc. (96).

Proper name can be identified by its characteristics. It does not have the full name of determiners, lacks articles, and is capitalized (Quirk, 1972, p. 148). Algeo classified proper name's characteristics into four, Orthographic, or proper names that are capitalized, Morphosyntactic, or proper names that are not plural, without article, and restrict modifier, Referential, which refers to uniqueness of individual or explicit names, and Semantic, or proper names that are meaningless, and if it is translated, sometimes the writer includes a citation (14-42).

Differently, proper names are rarely in plurals, but in one time they are, such as I have been passed three Summers with her. In some circumstances, the proper names also use article, such as the name of place and name of people. He is just like a Lincoln of Indonesia (John, n.y).

Generally, translation is the process of replacing text from multiple languages into target languages and still maintain the textual meaning (Catford, 1965, p. 20). Also, it is transforming written text from one language into another language which contains a similar message with SL textually (Colina, 2015, pp. 2-3). Furthermore, it is transferring thoughts or ideas of a language into the target language (1). Therefore, translation is understood as transforming, delivering, or transferring a message, thoughts, or ideas textually from a language into another language without changing the idea of the source language. Translating

is not merely involving linguistics aspect, but also knowledge of customs and cultures of both source and target language.

In proper name translation context, if it does not contain implicit information, it will be preserved. If it has explicit information, it will be translated unless the translators would like to attach some information such as gloss or notice (185).

Furthermore, proper names can be translated in three ways. The first is transferred, translated as its literal meaning, and substituted it into the target language. However, Tarnoczi (qt in Vermes 3) said that proper names should be preserved, or transliterated other than translating.

In short, a proper name can be translated, transformed, or left unchanged. If it is not meaningful, it would be preserved, such as the name of a person, place, and historical name. However, a proper name with a certain meaning should be translated. Proper names in stories can be translated into target language if they have the same equivalence degree of meaning in TL. This is also supported by the statement of Aguilera, that the proper name can be translated, copied, transcribed, subtitled, recreated, and adapted from the source language into the target language. However, in stories, if the name is meaningful or can be translated and the result has the same degree of meaning with the TL, the name should be translated because the name has a role in it (3).

Newmark divided the proper name's types into ten. (73): the first is the People's name. This type is the name of a person, has no connotations, and refers to a single subject or person, e.g., John into John, and James into James. Those names are specific and referring to a person; John refers to John. James refers to James; thus, no need to be rendered.

Second is the Name of objects. Besides objects or non-living things, trademarks, brand names, and proprietary are also included in this type, e.g., Louis Vuitton into Louis Vuitton, and Thalidomide becomes Contergan. Louis Vuitton is a fashion brand of France and not a trademark. Thus they are not translated, and the nationality is preserved. Meanwhile, Thalidomide is one of the drug names of US and changed into Contergan after getting its trademark in Germany.

The third is the Name of a historical figure. It included historical characters, such as Pope Franciscus (Eng) into Paus Fransiskus (Ind) because the name is a historical figure. Fourth is the Name of a literary figure. The literary figures include fairy stories figure, folks figure, such as Gennie into Jin (Ind). Gennie is one of the fiction figures in Aladdin story; this name is referent and has the same meaning in TL.

The fifth is the Name of address. It is like giving another person address, title, and related field, such as a nickname — for example, Mr. Andrew into Signor Andrew or Mrs. Hannah Abroad into Frau Hannah Abroad. The names are considered as the name of address and translated into equivalent addresses in TL. The first address is Mr.(Eng) becomes Signore (Italian); the next is Mrs.(Eng) becomes Frau (Germany).

The sixth is the Geographical name. It is the name such as nation, town, and province, e.g., Ivory Coast into Pantai Gading or Vienna into Wine. The names are considered as geographical names because those refer to nations and towns. Ivory Coast (Eng)=Pantai Gading (Indonesian) is the name has been allowed to be translated as Pantai Gading, so it is not carelessly changed. Even so, the name still refers to the same nation.

The seventh is the Name of streets and squares. It contains the name of street and square, such as Jalan Kaptan Muslihat into Kaptan Muslihat Street or Alun-Alun Malang into Alun-Alun Malang. The changing is only in the word Jalan, Jalan (Ind)=street(Eng), but the name of the street is still the same. However, Alun-Alun Malang is not changed into Malang Square. It is a name of the place in Indonesia, so the source name better still preserved just like Times Square or New York Square which is not translated into Alun-Alun Times or Alun-alun New York. If the names were translated, it would not reflect the nationality of the name.

The eighth is the Name of firms, institutional, school, hospital, e.g., London School into London School of Public Relations. London School of Public Relations (Eng), and Harvard (Eng) are borrowed into Indonesian by the same name, as well as Thompson &Co. (Eng).

The ninth is Name of newspaper, journal, or periodical. It included the name of newspaper, journal, or periodical, such as Journal of Applied Linguistics and Language Research or Jakarta Globe which are translated into the same name. The examples are the names of journal and newspaper. The former name is delivered directly into TL without any changes.

The last is Names of work of art. It included the name of the work of art. Typically, the name has established translation. Established translation means that the name has an official translation to be translated into another language, such as La Gioconda into Mona Lisa. The name La Gioconda has had established translation, Mona Lisa.

Lincoln Fernandes classified how to translate the proper name into ten: The first is Rendition. This strategy means translating the name into TL by its literal meaning or translating directly with equivalent meaning in TL, e.g., the Fat Lady into si Nyonya Gemuk. The example shows that SL name, the Fat Lady (Eng) is translated as its meaning in Indonesian, Si Nyonya Gemuk. Lady=Nyonya and Fat=Gemuk. The name is considered using rendition because it has the same meaning in TL and also does not change the meaning of SL, which still refers to the figure of a fat woman.

The second is Copy. It is to replicate or borrow source language name or term into TL without any changes of SL's spelling. The procedure resembles Vinay and Darbelnet's concept in the strategy of translation, borrowing (Vinay and Darbelnet 31), e.g., "the reindeer were about the size of Shetland ponies" is translated into "Rusa-rusa itu seukuran anjing Shetland Ponies." Shetland Ponies refers to a horse in the novel, and the name is borrowed into TL without any gloss, notes, or other marks. It is considered a copy strategy because the name Shetland Ponies is directly translated into TL without any changes.

The third is the Transcription. It is transcribing SL in the equivalence of TL. With this strategy, SL is adapted phonologically as TL. The statement is also supported by Hermans, as he calls transcription naturalization procedure. The procedure occurs when a name is transliterated or adapted at the level of morphology (morpheme), phonology (sound), grammar, etc., usually to conform to the target language system (13). e.g., Pinocchio becomes Pinokio, or Haroun Al-Raschid becomes Harun Al-Rasyid. Two names above are considered as transcription because both names are transliterated or adapted at the level of morphology (morpheme), and phonology (sound). The former and latter names, Pinocchio=Pinokio, Haroun Al-Raschid=Harun Al-Rasyid, are phonologically the same, so these names are adapted into TL alphabet that has the same sound as SL.

The fourth is the Substitution. It is substituting SL into TL name. In this strategy, SL name is replaced to TL even though the name is unlinked one another semantically. e.g., Chip and Dale into Kiki dan Koko. The example is replacing SL into other names which do not correlate with the source language semantically or not equivalent phonologically (sound) and morphologically (morpheme). Chip and Dale=Kiki dan Koko refer to two squirrels, and the names are given to make TL reader easy to recognize the character.

The fifth is Re-creation. It creates a new name. With this, it still correlates with the source language and still gives equivalence effect to TL. It is important to stress that re-creation differs from substitution in the sense that in the re-creation, the lexical item does not exist in the SL or the TL, e.g., Moaning Myrtle into Myrtle Merana. It uses re-creation, which means the newly created name or producing new name into TL but still having a correlation with the SL and giving equivalent sense to TL. Moaning Myrtle is one of Harry Potter's character, in which Moaning Myrtle=Myrtle Merana. The TL translator is changing the literal meaning of Moaning, which originally means sedih, menangis, merintih into softer connotations, merana. The naming is caused by Myrtle's habit in the story, which was always crying and having a miserable life, and merana is also considered suitable with Myrtle's characteristic as the newly created name.

The sixth is Deletion. It is omitting SL name partially (only one word omitted) or completely (all names are omitted). Deletion usually occurs when such names are apparently of little importance to the development of the narrative and are not relevant enough for the effort of comprehension required for their readers (Aixelá, 1996, hal. 64), e.g., Clarabelle Cow into Clarabella. The example shows that cow is omitted because it is considered less important due to readers have known that Clarabella is a cow, not bulls.

The seventh is also. It is copying SL name but also adding information in the form of gloss, footnote or notes or another form. The addition is also solving ambiguity term in SL. The example below is adding Dewa-Dewi into TL. The name of Percy Jackson and the Olympians is translated into Percy Jackson dan Dewa Dewi Olympia. Percy Jackson is telling readers about people of Olympia, and the Olympians refer to the twelve gods of Greece, so Dewa-Dewi is added.

The eighth is Transposition. The name is translated by switching the structure of active becomes passive, or replacing a word class with another one, for example from adjective becomes adverb and vice versa. However, the original name is still preserved, e.g., Artemis Fowl – The Eternity Code into Artemis Fowl – Kode Abadi. The italic name, The Eternity Code=Kode Abadi is from a noun into an adjective. The Eternity Code has a literal translation in Indonesian as Kode Keabadian. However, Kode Abadi is preferably chosen.

The ninth is Phonological Replacement. It replaces the source sound into TL sound. It must not be confused with transcription. Transcription involves adaptation of SL name to the equivalent letters of TL, while the former involves the replacement of SL name into TL name, which is phonemically or graphologically analogous (Fernandes 54). In short, phonological replacement is orally the same, e.g., Scheherazade is translated into Syahrazad. Scheherazade and Syahrazad sound the same, so the name is replaced into TL sounds and spelling.

The last is the Conventionality. The procedure occurs when a TL name is conventionally accepted as the translation of a particular SL name. This procedure resembles naturalization, but it is used for names of historical and literary figures and geographical loca-

tions (Fernandes, 2015, p. 55). e.g., France becomes Prancis, and Chile becomes Cili. Those examples are considered the names of the nation in English and are conventionalized or adopted into TL, Indonesian.

Methods

This study uses a qualitative method where verbal and non-numeric data as the basic analysis of the research are being studied (Farkhan, 2007, p. 2). The data will be analyzed descriptively in the form of documents such as words, pictures, or recordings (Sugiarto, 2015, p. 9). Furthermore, this study uses comparative text between English as the source language and Indonesian language as the target language by using the theory by Lincoln Fernandes concerning translation strategy of a proper name.

In doing this research, firstly, we read the novels and finding the proper name of SL (English) and TL (Bahasa Indonesia). The next is comparing the proper name translation of SL and TL, and then categorizing the types of the proper name of SL. The fourth is analyzing the strategy used, and the last is describing conclusion and suggestion.

We act as the research instrument to obtain data by reading, analyzing, classifying, and determining the translation strategies used in the books.

The unit analysis of this research is eighteen chapters of two novels of the English novel, Harry Potter and the Chamber of Secret, written by J.K Rowling and published in 1999 by Scholastic Press, a division of Scholastic Inc, New York, and the Indonesian novel, Harry Potter dan Kamar Rahasia, which was published in 2000 by Gramedia Pustaka Utama Jakarta and translated by Listiana Srisanti, a senior editor and also a translator of Gramedia Publisher.

Results and Discussions

The researcher has obtained 11 proper names in English-Indonesian novel Harry Potter and the Chamber of Secret. The researcher will classify the proper names by describing the meaning in the target language, categorizing its type, and analyzing the strategies used. To get a further description of the analysis, the researcher tries to illustrate the data collected as follows:

Datum 1

SL	TL
Harry left the <u>Invisibility Cloak</u> on Hagrid's table.	Harry meninggalkan <u>Jubah Gaib</u> di atas meja Hagrid.

Invisibility Cloak refers to an object, a coat. The cloak was owned by James Potter, Harry Potter's father. It also had been ever owned by Albus Dumbledore. As same as the name, invisibility cloak, it made witches or wizards invisible if they wore the cloak. In the story, Harry Potter and Ronald Weasley wore it when they visit Hagrid's hut.

The proper name is typed as object name because it refers to an object particularly garment or a cloak. The strategy applied by the translator is a re-creation strategy; it is applying new created-name or producing new name into TL, but still correlating with the source language and giving equivalence effect to TL.

In this Re-creation strategy, an invisibility cloak is translated into Jubah gaib because the novel tells about the magical world, and gaib gives more magic effect other than tidak

terlihat. In this case, the translator recreated invisibility or in source language, the original meaning of it is unseen by gaib. Meanwhile, if invisibility is converted into Indonesian literally, it means tidak terlihat. Therefore, other than using tidak terlihat, the translator used another name which gives the same effect as the native name; invisibility means gaib, and Invisibility Cloak=Jubah Gaib. So, re-creation strategy can be applied for the proper name, Invisibility Cloak.

Datum 2

SL	TL
I suggest you go down to the feast, while I write to Azkaban — we need our <u>gamekeeper</u> back”.	Kusarankan kau turun dan ikut pesta, sementara aku menulis ke Azkaban—kita memerlukan <u>pengawas binatang liar</u> kita kembali kesini”.

The proper name in SL, the Gamekeeper, refers to Harry Potter’s friend, who was a half-giant with a beard, namely Hagrid. His complete name was Rubeus Hagrid, and he got the Gamekeeper address because his work was looking after any beasts or wild and unusual animals. In Merriam Webster, Gamekeeper is someone who looks after the beasts and unusual animals.

The type of the proper name the Gamekeeper is addressing name because it gives someone title, nickname, or address to know or call him or her. The name is translated using rendition strategy; it translates the name directly into TL. In English, Gamekeeper has its explanation as someone who guards or cares of wild beasts, and this understanding has an equivalent context in Indonesian, si Penjaga Binatang Liar.

The result uses rendition strategy sequel in the level of linguistic because Gamekeeper has the same meaning as Penjaga Binatang Liar in Indonesian. If the translator merely copied the word Gamekeeper into TL, common readers might be wandering what Gamekeeper is. Also, the choice for translating Gamekeeper as Penjaga Binatang Liar does not distort the character illustrations in the story.

Datum 3

SL	TL
“Two Muggles in London convinced they saw an old car flying over the Post Office tower . . . at noon in Norfolk, <u>Mrs. Hetty Bayliss</u> , while hanging out her washing”...	“Dua Muggle di London yakin Mereka melihat sebuah mobil tua terbang di atas menara Kantor Pos... pada siang hari di Norfolk, <u>Mrs Hetty Bayliss</u> , ketika sedang menjemur cucian...

The proper name, Mrs. Hetty Bayliss refers to a woman namely Hetty Bayliss. In the story, the character played as a muggle who saw Ronald Weasley and Harry Potter driving a flying car. Mrs is the formal address for a married woman and is used as the conventional title of courtesy except when the usage requires the substitution of a rank title, honorific title, or even professional title (“Mrs”, 2017). Mrs is used for addressing a woman’s surname to respect her.

The name is typed into addressing name, and it is transferred by copy strategy or directly loaned into TL, Mrs. Hetty Bayliss = Mrs. Hetty Bayliss. The proper name, Mrs might be replaced by Nyonya or Ibu in the target language, Nyonya Hetty Bayliss or Ibu Hetty Bayliss because the literal meaning of Mrs is Nyonya or Ibu.

Even though the using of the strategy is just borrowing from the source name and has no equivalent effect to the form, however, it has an equivalent effect to the taste. It can be shown that if Mrs. Hetti Bayliss is translated into Ibu Hetti Bayliss, the word Ibu lacks equality of meaning when juxtaposed with the name Hetti Bayliss, or the meaning resulted lacks equal. Therefore, the effect of copying Mrs into Mrs is a corresponding strategy to apply.

Datum 4

SL	TL
It is with the greatest regret, therefore, that I must inform you that you do not fulfill our requirements. With very best wishes, <u>Sir Patrick Delaney-Podmore</u>	Karena itu dengan amat menyesal, saya harus menginformasikan kepada Anda bahwa Anda tidak memenuhi persyaratan kami. Dengan segala hormat, <u>Sir Patrick Delaney-Podmore</u>

The proper name, Sir Patrick Delaney Podmore refers to a male headless ghost. In the story told, he became the chief of Headless Hunt. Before he died, he was a wizard, and he was the family of Podmore. Sir Patrick was a playful, charismatic, and liked to show himself with the other ghosts. Sir is a polite way to address a man if people do not know his name or for addressing a man with a high rank to respect him.

Since the name has a title or address, Sir, therefore, it is typed as addressing name. Addressing name is giving title or nickname to someone. The strategy applied is copy strategy; the translator transferred the name directly into the target language without altering it with its literal meaning, Sir=Sir.

Copy strategy can be considered to be used for the proper name, Sir Patrick Delaney-Podmore, because the name is an English name. Therefore, it would be better if the address is preserved, Sir Patrick Delaney-Podmore=Sir Patrick Delaney-Podmore, even though the using of the strategy is just borrowing from the source name and has no equivalent effect to the form. If the translator translated Sir into the target language, Tuan or Pak would give different taste towards the name because the word Tuan lacks equality of meaning when juxtaposed with the name Patrick Delaney-Podmore.

Datum 5

SL	TL
<u>Nearly Headless Nick</u> , the ghost of Gryffindor Tower, was staring morosely out of a window, muttering under his breath,	<u>Nick si Kepala-Nyaris-Putus</u> , hantu Menara Gryffindor, sedang menatap murung keluar jendela, bergumam lirih,

The proper name, Nearly Headless Nick refers to a male ghost, namely Nicholas de Mimsy Orpington. He was a wizard and a resident of Hogwarts in Gryffindor Tower. The original name of Nearly Headless Nick was Nicholas de Mimsy Orpington, and the title Nearly Headless was given because of his appearance. He sometimes took off his head, but he put it up again. His head was not permanently off. Therefore, he was given address Nearly Headless Nick.

The proper name, Nearly Headless Nick is typed as addressing name because it gives someone title, nickname or address to know or to call him or her. The strategy chosen is rendition strategy in which the proper name is translated by its literal meaning into the target language, Nearly Headless Nick=Nick si Kepala-Nyaris-Putus.

Rendition strategy can be applied to translate Nearly Headless Nick=Nick si Kepala-Nyaris-Putus considering Nick's appearance. Nearly Headless and Kepala Nyaris Putus has an equivalent effect to the form, nearly=Hampir or Nyaris, and Headless=Tanpa Kepala. Also, the name resulted has an equivalent effect on the taste. Therefore, the effect of rendering Nearly Headless into Kepala-Nyaris-Putus is the proper strategy to apply for the proper name Nearly Headless Nick.

Datum 6

SL	TL
Harry wasn't surprised to see that the <u>Bloody Baron</u> , a gaunt, staring Slytherin ghost covered in silver bloodstains,.....	Harry tidak heran melihat <u>Baron Berdarah</u> , hantu Slytherin yang pucat dan galak, serta bercak-bercak darah keperakan,...

The proper name, Bloody Baron, refers to a male ghost, namely Baron, who was the ghost at Slytherin Tower. He was a wizard, and he was also sorted in Slytherin House. He was called the Bloody Baron due to his appearance, which was covered with blood. He stabbed himself with a knife and died because his affection to Helena Ravenclaw (one of the witches in Hogwarts) was refused by her. Baron killed Helena, and her blood splashed on his body. He regretted what he had done, and he finally stabbed himself. Since then, he was called Bloody Baron. According to Collins Dictionary, bloody can be used for describing something or someone covered with a lot of blood, or a wicked person and bloody is an adjective. Meanwhile, the word bloody or berdarah in the target language means bleeding, and containing blood, and it is a verb ("berdarah").

The name is typed as addressing name because it gives a title to a person. Bloody was pinned to him because his appearance was covered with blood. The strategy used is rendition strategy, Bloody Baron= Baron Berdarah (v).

The result of using rendition strategy works and does not change the character's nickname or the character's title. Also, the meaning and the taste resulted is equal with the native name. Therefore, rendition can be applied for the proper name, Bloody Baron.

Datum 7

SL	TL
<u>Madam Hooch</u> , the Quidditch teacher, asked Flint and Wood to shake hands.	<u>Madam Hooch</u> , guru Quidditch mereka, meminta Flint dan Wood berjabat tangan.

The proper name, Madam Hooch, refers to a female witch in Hogwarts, Rolanda Hooch who taught how to use a broomstick. She also took part as a referee in Quidditch Match. She worked under Hogwarts legendary headmaster, Albus Dumbledore and few persons after him, Dolores Umbridge and Minerva McGonagall. Madam includes one of polite salutation or address in English. It refers to an adult woman or is used to call women older than us.

Since the proper name includes as a title or an address, Madam is typed as addressing name. The strategy applied is copy strategy; the translator transferred the name and the address directly into the target language without altering it with its literal meaning, Madam=Madam.

Even though the using of the strategy is just borrowing from the source proper name and has no equivalent effect to the form, however, it has an equivalent effect to the taste. Madam is pinned before woman's surname, and in the story, the name Rowenda Hooch used

only the last name, Hooch, so Madam was loaned. Therefore, copy strategy can be used in the proper name, Madam Hooch.

Datum 8

SL	TL
"We'll be shopping for a vacation home in <u>Majorca</u> this time tomorrow."	"Kita akan membeli rumah berlibur di <u>Majorca</u> pada jam sekian besok malam".

The proper name in SL, Majorca refers to an island in Spain. The native name of the island is Mallorca, derived from Catalan Language (Rodriguez, 2015, p. 1). Since the novel Harry Potter is in English, then the name is naturalized into English spelling, Majorca.

The proper name is typed as geographical place since it points to an island. Geographical place includes places, and no exception for the name of country, island, town, or even city. Copy strategy is used by the translator to transfer the proper name. The source name is replicated or borrowed directly into the target language, Majorca=Majorca. The name does not need to be translated because it refers to the name of an island.

Considering Majorca is the name of an island and represents nationality, copy strategy can be considered to translate the proper name. Additionally, the name of a place is not supposed to be translated unless the place has an established translation. Even though the using of the strategy is just borrowing from the source name, however, it is acceptable because Majorca is the name of an island or contains the geographical name and also copying can introduce the reader about one island, namely Majorca. Therefore, copy strategy can be applied for the proper name, Majorca.

Datum 9

SL	TL
SL: ". . . I remember something very similar happening in <u>Ouagadougou</u> ," said Lockhart,	TL: "...aku ingat peristiwa yang sangat mirip terjadi di <u>Ouagadougou</u> ," kata Lockhart.

The proper name, Ouagadougou, is the name of a city in Burkina Faso, particularly in the capital city of Burkina Faso. The name can be abbreviated into Ouaga, and the resident of Ouagadougou is called Ouagalais. Ouagadougou is a city of large trees and modern public buildings abutting traditional residential neighborhoods. It has a market, a craft center, the national museum, and the University of Ouagadougou.

Since the proper name, Ouagadougou refers to a city; it is typed as the name of geographical place. The strategy applied is copy strategy; it is borrowing or replicating without changing the spelling or phoneme of the native name.

Copy strategy can be considered for proper name Ouagadougou. A copy is preserving the nationality and introducing the reader about a town, namely Ouagadougou. It also uses the corresponding strategy because Ouagadougou is the name of a town and represent nationality, and the name of a place is not supposed to be translated unless the place has an established translation. Therefore, copy strategy can be used for transferring the proper name, Ouagadougou into the target language.

Datum 10

SL	TL
“The Wailing Widow came all the way up from <u>Kent</u> . . . It’s nearly time for my speech; I’d better go and warn the orchestra. . . .”	“Si Janda Meratap datang jauh-jauh dari <u>Kent</u> ... Sudah hamper waktunya aku memberi sambutan, lebih baik aku beritahu orkesnya...”

The proper name in the story, Kent refers to a district or region located in Southeast England.

Since the proper name Kent refers to a district, it is typed as a geographical place. The type includes the name of the place, particularly nations, towns, and province. The strategy used by the translator is copy strategy in which the translator copied the name of the district without changing its spelling, Kent=Kent.

The result of copying Kent into Kent is positive on the resulting translation. Besides preserving the nationality and introducing the reader about Ouagadougou. It is a corresponding strategy because Kent is the name of a town and represents nationality, and the name of a place is not supposed to be translated unless the place has an established translation. Kent is the original name from English, and it is unlike Prague=Praha or Vienna=Wina, so it is easy to be adapted into Indonesian. Therefore, copy strategy can be used for transferring the proper name, Kent into the target language.

Datum 11

SL	TL
“We’re a little way outside the village,” said George. “ <u>Ottery St. Catchpole</u> .”	TL: “Kita sudah hamper sampai di tepi desa,” kata George. “ <u>Ottery St Catchpole</u> ...”

The proper name, Ottery St. Catchpole in Harry Potter and the Chamber of Secret refers to a town in Devon, England. However, the real name of the town is Ottery St. Mary, also located in Devon, England. The town Ottery St. Catchpole also became a place where muggles and wizards lived. Few of wizarding families were living here, such as Weasleys, Lovegoods, Fawcett, and Diggory.

Since the proper name points to the name of a town, therefore it is typed as a geographical name. The type is including the name of countries and towns. The strategy applied by the target language translator is copy strategy where the name is delivered as same as the native name, or it is copied without changing the spelling of the native name.

The choice of using copy strategy is less equal even though it refers to a geographical place and the translator does not alter any structure or spelling in the target name because Ottery St. Catchpole has its real name, namely Ottery St Mary. Therefore, the strategy can be applied is an additional strategy for the reason that Ottery St. Catchpole, in reality, refers to a village in England, called Ottery St Mary. So, it would be better if the translator copies and adds information about the village in the form of a glossary or footnote. Considering the reasons explained, the addition strategy is the proper strategy to translate the proper name, Ottery St. Catchpole.

Conclusions

From the eleven proper names above, the researcher has found six Addressing Name namely the Gamekeeper, Mrs. Hetty Baylis, Sir Patrick Delaney-Podmore, Nearly Headless Nick, the Bloody Baron, and Madam Hooch, four Geographical Names namely Majorca, Ouagadougou, Kent, and Ottery St. Catchpole, and one Object Name. Thus, the most frequent types are addressing name. The type is most often found in the book because many characters have been given addresses for honoring them or due to their unique job or unusual appearance.

Besides, for translating proper names in Harry Potter and the Chamber of Secret, the translator uses copy, rendition, and recreation. Copy strategy is the most strategy applied in the novel. From eleven proper names above, seven proper names used copy strategy. The second most used is rendition strategy; three proper names used rendition. And finally there is only one proper name which used re-creation.

Viewing the conclusion explained above, we have suggested that in translating proper names, copy strategy can be a solution to deliver proper names into TL because it preserves the proper name and introduces the foreign name of foreign culture to the target language and target culture. Moreover, if a proper name has its equivalence meaning in TL, it might be translated by rendition strategy. However, if copy and rendition cannot deal with the translation result, or even does not give communicative result, the addition strategy can be another alternative for the translator to transfer a proper name because it is not only copying the native proper name but also adding some information for the ambiguous name.

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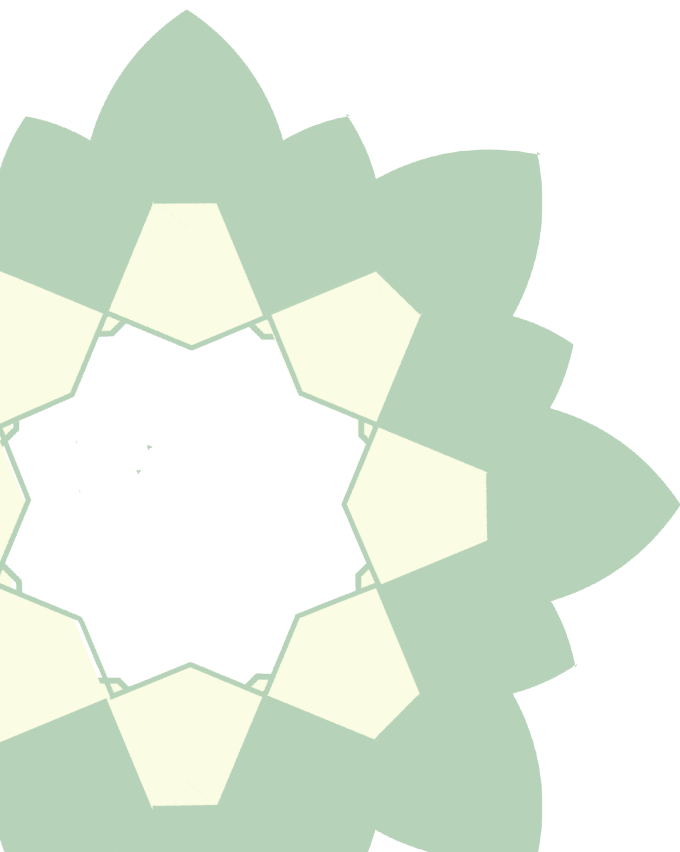
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