Translation Strategies of Idiomatic Expressions in *Marketing 4.0: Moving from Traditional to Digital* Written by Philip Kotler

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Abstract

The research analyzes the translation strategies of idiomatic expressions found in a marketing monograph entitled *Marketing 4.0: Moving from Traditional to Digital* and Marketing 4.0: *Bergerak Dari Tradisional ke Digital*. This study aims to identify the use of translation strategies and the most used strategy to translate idiomatic expressions in those monographs. The theory applied in this study is from Mona Baker (2018). The results of this study revealed that the translation strategies found are using an idiom of similar meaning and form (SMF), using an idiom of similar meaning but dissimilar form (SMDF), translation by paraphrase, and translation by the omission of a play on idiom. Moreover, the most frequently used strategy found is the paraphrasing strategy (69.23%). The results of this study are expected to provide a better understanding of translation strategies for idiomatic expressions to the readers.

Keywords: translation strategies, idioms, marketing book

Introduction

Idiomatic expression is an inseparable part of the English language. They can be found mostly in every literary work, for example, novels, poems, short stories, and many other types of books, even in daily conversation. The use of idiomatic expressions in both oral and written communication is common for native speakers. However, for non-native speakers, the use of idiomatic expressions is rare because it is considered difficult and sometimes they use idioms essentially to show their advanced level of English proficiency (Rana, 2016). Theoretically, according to Hurford (2007), idioms or idiomatic expressions are multi-word phrases in which the overall meaning is special and largely unpredictable, reflecting the speaker's non-derivable meaning by combining the literal meaning of each word in each phrase according to the regular semantic rules of the language. It means that Idioms refer to a group of words that convey a different meaning from their perceived literal meaning. In addition, idioms are culturally specific which means that it is required to have a deep cultural understanding of which language the idioms come from. If they are to be translated literally or word for word, they lead to extreme confusion and comprehensiveness. For that reason, translating idioms is challenging especially in conveying their intended meaning.

Several studies related to translation strategies have been conducted. The first is a study on translation strategies and quality in translating phrasal verbs in the Witches Novel (Rahmawati, 2017). Another study focuses on translation strategies in a children's story entitled "Lila, the Clumsy Witch" (Maisa, 2017). The next studies are the English-Indonesian translation strategies of idiomatic expressions in novels entitled "John Green's the Fault in Our Stars" (Fahrizky, 2015) and "This Earth

of Mankind" (Floranti, 2020). Lastly, Rubia (2017) conducted an analysis of idiom translation on "Little Women" novel. From several previous studies, it is obvious that most of the studies focusing on the translation strategies in translating idiomatic expressions used novels or fiction works as data sources. Hence, this study focuses on the translation strategies for translating idiomatic expressions used in a marketing monograph entitled "Marketing 4.0: Moving from Traditional to Digital".

This study aims to identify the use of the translation strategy of idiomatic expression in a monograph entitled "Marketing 4.0: Moving from Traditional to Digital" based on Baker's theory. This study also aims to reveal the most used strategies for translating idiomatic expressions. The results of this study are expected to provide a more comprehensive understanding of translation strategies for idiomatic expressions.

Theoretical Framework

Definition of Translation

Translation is a meaning-transferring process from the source language (SL) to the target language (TL). Catford (1978) stated that translation is "the replacement of textual material in one language (SL) by equivalent textual material in another language (TL)." Another definition from Newmark (1988), mentioned that translation is "rendering the meaning of a text into another language in the way that the author intended the text". In the other words, translation is a process of passing the message or information from one language to another using the right strategies to make it sounds natural and acceptable in the target language. The use of correct translation strategies is required to avoid miscommunication and misperception due to differences in the SL's and TL's language aspects.

Translation Strategies

Based on Mona Baker's (2018), translation strategies are categorized into six strategies. They are explained as follows.

1. **Using an idiom of similar meaning and form**

There is sometimes an idiom that is equivalent both in form and also meaning to the target language. For example:

SL   : *word of mouth*

TL   : *kabar dari mulut ke mulut*

The same form of idiom is used to translate the SL idiomatic expressions because they are equivalent in meaning and in form.

2. **Using an idiom of similar meaning but dissimilar form**

The translator uses another idiom with the same or similar meaning for the target language which has a different form. For example:

SL   : *in a nutshell*

TL   : *singkat kata*

TL uses another idiom that has a different form from the SL but has the equivalent meaning to it.

3.   Translation by paraphrase

Due to many differences in the language aspect between the source and target language, the translator sometimes has to paraphrase the idiom by taking the meaning of the whole idiom and translating it into more acceptable words in the target language. For example:

SL   : *stand out*

TL   : *menonjol*

If there I no equivalent idiom both in meaning and form in Bahasa Indonesia, it can just paraphrase to get the meaning of it.

4.   Borrowing the source language idiom

The translator can just borrow the original form of the idiom from the sentence if there is no equivalent idiom in the target language. For example:

SL   : *Out of this World* space gallery (Baker, 2018)

TL   : gallerie de l'espace *Out of this World*(Baker, 2018)

In that example, the translator put the same words into the target language since there is no equivalent idiom.

5.   Translation by the omission of a play on the idiom

The translator can just take the literal translation of each word in the idiom when there is no equivalent idiom both in meaning and form.

SL   : *in the hands of*

TL   : *berada di tangan*

As can be seen from the source language and the target language, the translator translates it word by word, "in the" into "berada di", "hands of" into "tangan".

6.   Translation by the omission of the entire idiom

Sometimes the translators have to leave out an idiom in the sentence if there is no equivalent idiom in the target language.

SL   : It was bitter, but funny, to see that Professor Smith had doubled his own salary before recommending the offer from Fayed, and added a pre-dated bonus *for good measure.* (Baker, 2018)

TL   **:** It was regrettable, even funny, that Professor Smith had been able to double his salary twice before offering his recommendation to accept Fayed's offer, and that he added to this a bonus, the date of which had been previously decided on. (Baker, 2018)

The translator did not translate the idiom *for good measure* into the target language, not even paraphrasing it because without the idiom, the meaning of the whole sentence did not change either.

Method

The method applied in this study is text analysis as a part of qualitative research. According Williams (2007), qualitative study is used for describing, explaining, and interpreting collected data. The data were taken from a business monograph entitled *Marketing 4.0: Moving from Traditional to Digital*. Then, the data were compared to its Indonesian version entitled *Marketing 4.0: Bergerak dari Tradisional ke Digital*.

The data collection was conducted through some steps including reading the English version of the monograph comprehensively, marking the idiom expressions, reading the Indonesian version of the monograph, and seeking and finding the exact same sentences

After all data were collected, the next step is analyzing the strategies used in translating the idioms. The analysis process refers to the theory of translation strategies proposed by Baker. To identify the types of translation strategies, the idiomatic expressions found in the SL were compared to its TL. The next step is calculating the percentage of each strategy found using simple formula as follows.

$$P = \frac{n1}{\Sigma N} \times 100\%$$

Figure   1   Simple   Calculation Formula

Note:

P   = the percentage of translation strategies

n1   =total strategies found in each category

ΣN   =total idioms found in the book

Results and Discussion

Results

This study found 52 idiomatic expressions from four translation strategies. They are using an idiom of similar meaning and form or SMF, using an idiom of similar meaning but dissimilar form or SMDF, translation by paraphrase, and translation by the omission of a play on idiom. The detailed finding of this study is presented in the following table.

Table 1 Percentage of Translation Strategies

Translation Strategies	Number of Idioms	Percentage
Using an idiom of similar meaning and form (SMF)	2	3.84%
Using an idiom of similar meaning but dissimilar form (SMDF)	2	3.84%
Translation by paraphrase	36	69.23%
Translation by the omission of a play on idiom	12	23.07%

As shown in the table above, the most frequently used strategy is the translation by paraphrase with a total of 36 times or equal to 69.23%. While the least used strategies are SMF and SMDF strategies with a total of 2 times or equal to 3.84% for each. Another strategy found in this study is the omission of the entire idiom with a total of 12 times or equal to 23.07%.

Discussion

Translation by Paraphrase

1. **Idiom found**

   Apple's iTunes, which once successfully disrupted the *brick-and-mortar* music retailers with its online music retailing, has been disrupted by Spotify and its music-streaming business model. (p. 45, l. 20)

   Meaning of the idiom

   Used to denote a business that operates conventionally rather than (or as well as) over the internet.

   Translation

   iTunes dari Apple, yang dulunya sukses mendisrupsi ritel music *tradisional* dengan ritel music online, di disrupsi oleh Spotify dan model bisnis music-streaming lainya (p. 42, l. 5)

   Explanation

   Translator tried to keep the whole meaning of the idiom by using other words to translate this idiom because there is no equivalent idiom both in form and meaning.

2. **Idiom found**

Automation of knowledge work, for example, has not only *bumped up* productivity but has also brought fears of losing jobs. (p. 45, l. 28)

Meaning of the idiom

To move (something or someone) to a higher level, position, rank, etc.

Translation

Automasi pekerjaan pengetahuan, contohnya tidak saja *meningkatkan* produktivitas tetapi juga menimbukan ketakutan akan hilangnya perkerjaan. (p. 42, l. 14)

Explanation

The translator cannot find any equivalent idioms in Indonesian, so he tried to keep the whole meaning of the idiom by paraphrasing the meaning of the idiom which is to move something to another level into *meningkatkan.* By paraphrasing, the meaning of the idiom can still be transferred well into the target language.

3. **Idiom found**

They follow trends so fast that marketers often fail to *keep up*. (p. 34, l. 5)

Meaning of the idiom

To stay even ahead

Translation

Mereka mengikuti tren begitu cepat sehingga pemasar sering kali gagal *mengikuti kemauan* mereka. (p. 29, l. 22)

Explanation

The translator translate the idiom *keep up* into *mengikuti kemauan* which is not an idiom in Indonesian. There is no equivalent idiom both in form and meaning in Indonesian, which is why the translator translate this idiom into more acceptable words by paraphrasing it.

Translation by the Omission of a Play on Idiom

1. **Idiom found**

The favorability of the brand is totally *in the hands of* customers. (p. 80, l. 26)

Meaning of the idiom

Under the care, supervision, or direction of someone; possessed or controlled by someone.

Translation

Bagus tidaknya sebuah merek sepenuhnya *berada di tangan* pelanggan. (p. 78, l. 22)

Explanation

This idiom was being translated word by word based on their literal translation in Indonesian since there is no equivalent idiom in Indonesia. The word "in" translated to "berada", "the hands of" to "di tangan". It is still acceptable in the target language to translate those words that way, which is why the translator did not use paraphrasing strategy.

2. **Idiom found**

In other words, the number of advocates is higher than the number of actual buyers (advocate > act). (p.97, l.9)

Meaning of the idiom

Stated or interpreted another way; Used to introduce an explanation, simplification, or clarification

Translation

Dengan kata lain, jumlah penganjur lebih besar daripada jumlah pembeli sebenarnya (penganjur > bertindak) (p. 96, l. 7)

Explanation

The translator translated this idiom by its literal translation for each element. The word "in" translated to "dengan", "other" to "lain", and "word" to "kata". It is still acceptable to translate them word by word since there is no equivalent idiom both in form and meaning.

Using an Idiom of Similar Meaning and Form (SMF)

Idiom found

Further, because it is very convenient to receive advice from others, the importance of word of mouth is growing in the final purchase decision. (p. 26, l.30)

Meaning of the idiom

Verbal means of passing on information

Translation

Selanjutnya, karena menerima nasihat dan dari orang lain itu sangat nyaman, *kabar dari mulut ke mulut* menjadi semakin penting dalam keputusan akhir untuk membeli. (p. 23, l. 18)

Explanation

There is an equivalent idiom in Indonesia which is *kabar dari mulut ke mulut.* It means *suatu cara komunikasi yang dilakukan seseorang kepada orang lain dengan tujuan menyampaikan informasi.* This idiom is equivalent both in form and meaning.

Using an Idiom of Similar Meaning but Dissimilar Form (DMF)

Idiom found

Every now and then, the brands must run advertising campaigns to avoid the risks of being highly leveraged. (p. 81, l. 3)

Meaning of the idiom

From time to time; occasionally; sometimes

Translation

Sewaktu-waktu, merek harus melakukan kampanye iklan guna menghindari risiko dibiayai utang terlalu tinggi. (p. 78, l. 30)

Explanation

There is an equivalent idiom in Indonesia which is *sewaktu-waktu*. It means *tidak tentu waktunya, kapan-kapan, bilamana saja*. It is not equivalent in form, but it is equivalent in meaning.

Conclusion

Translating idioms requires having a deep cultural understanding of which language the idioms come from. If they are not well translated well, they cause extreme confusion and incomprehensiveness. This study analyzes the translation strategies for translating idiomatic expressions. This study reveals 52 idioms found with the most used strategy is translation by paraphrase. It indicates that the translator translates the idioms by using the words that are more acceptable in the target language and trying to make them sounds natural.

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