

Translation Analysis of the Article in National Geographic Magazine Entitled “The End of Trash” by Robert Kunzig, 2020 Edition

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Abstract. This study aimed to identify the translation techniques and quality of the article "The End of Trash" from the 2020 edition of National Geographic Magazine. The data comprises sentences from three subchapters Food, Clothes, and Metal in both English and Indonesian. This research used a descriptive qualitative method to analyze data. The study identifies translation techniques based on Molina and Albir's (2002) theory and evaluates translation quality according to Nababan's (2012) framework. The analysis reveals 14 translation techniques, Established Equivalent (34.9%), Reduction (17.8%), Literal Translation (8.3%), Borrowing (6.9%), Amplification (6.6%), Discursive Creation (5.5%), Transposition (4.2%), Modulation (4.2%), Adaptation (3.1%), Calque (3%), Particularization (3%), Linguistic Compression (1%), Generalization and Linguistic Amplification at (0.6%). The quality assessment indicates a high level of accuracy, with 80.9% of the translations classified as accurate, 78.5% considered acceptable, and 80.1% readable. The study suggests that future research could explore other editions of National Geographic to provide a broader perspective on translation practices.

Keywords: magazine, National Geographic, translation techniques, translation quality

Abstrak. Penelitian ini bertujuan untuk mengetahui teknik penerjemahan dan kualitas artikel berjudul "The End of Trash" dari Majalah National Geographic edisi 2020. Data diperoleh dari kalimat-kalimat dari tiga subbab, yaitu Makanan, Pakaian, dan Logam, dalam bahasa Inggris maupun Indonesia. Penelitian ini menggunakan metode kualitatif deskriptif untuk menganalisis data. Peneliti mengidentifikasi teknik penerjemahan berdasarkan teori Molina dan Albir (2002) dan mengevaluasi kualitas penerjemahan menurut kerangka kerja Nababan (2012). Analisis tersebut mengungkap 14 teknik penerjemahan, Established Equivalent (34,9%), Reduction (17,8%), Literal Translation (8,3%), Borrowing (6,9%), Amplification (6,6%), Discursive Creation (5,5%), Transposition (4,2%), Modulation (4,2%), Adaptation (3,1%), Calque (3%), Particularization (3%), Linguistic Compression (1%), Generalization and Linguistic Amplification (0,6%). Penilaian kualitas menunjukkan tingkat akurasi yang tinggi, dengan 80,9% terjemahan diklasifikasikan sebagai akurat, 78,5% dapat diterima, dan 80,1% mudah dibaca. Peneliti menyarankan bahwa penelitian di masa mendatang dapat mengeksplorasi edisi National Geographic lainnya untuk memberikan perspektif yang lebih luas tentang praktik penerjemahan.

Kata kunci: majalah, National Geographic, kualitas terjemahan, teknik penerjemahan

INTRODUCTION

Translation is used to translate a language in the products. Newmark (1988) states that translation is the process of transferring a text's meaning into another language. There are several techniques for

translating one language into another. One translation technique theory that uses many techniques is the Molina and Albir theory. Molina and Albir (2002) created a translation technique highlighting cultural adaptation’s significance in the translation process. Luisa Molina and Amparo Albir, both Spanish linguists and translation experts, invented the technique. According to Molina and Albir's (2002) theory of translation techniques, there are eighteen different techniques: adaptation, amplification, borrowing, calque, compensation, description, discursive creation, established equivalent, generalization, linguistic compression, linguistic amplification, particularisation, reduction, substitution, transposition, and variation. This technique is based on the idea that a translator should consider the interpretation of the content by the target audience rather than just translating it literally. In the context of translation, two topics that are closely related are technique and quality. From Nababan (2012), it appears that translation quality, on the other hand, refers to the translation's Accuracy, Acceptability, and Readability. To assess the quality of the translation, Nababan assigns points on a 1-3 scale. A score of 3 is considered a good translation. A score of 2 is given for a less good translation. A score of 1 is given for a bad translation.

In a world where information flows freely across borders, the importance of accurate translation cannot be overstated. Imagine a groundbreaking scientific report detailing the latest discoveries is mistranslated before reaching an international audience leaving readers puzzled and misinformed. One print media that circulates worldwide and raises various important issues is the National Geographic Magazine. National Geographic magazine has a background that is relevant to several environmental and cultural issues that are currently developing throughout the world. In Indonesia, National Geographic Indonesia was inaugurated on 28 March 2005 by President Susilo Bambang Yudhoyono, witnessed by the leader of the Kompas Gramedia Group, Jakob Oetama. National Geographic Indonesia Magazine was first published by Gramedia Magazine in April 2005 (National Geographic, 2024). National Geographic Indonesia publishes a monthly magazine featuring articles on various global topics. These publications are often released in the same editions as their English version, though not every Indonesian issue matches the English version. In response to declining reading interest in Indonesia, which has been attributed to the increased use of smartphones and other digital devices, National Geographic magazines have started transitioning to digital formats, specifically E-magz. As more people shift their reading habits to mobile devices, traditional print magazines are experiencing reduced readership. To adapt to this change and reach its audience more effectively, National Geographic Indonesia has embraced E-magz to offer its content in a format that aligns with modern digital consumption trends.

The magazine “The End of Trash” was chosen for this study because it is the last edition of National Geographic magazine translated into Indonesian, published in March 2020, with the Indonesian title “Tiada Lagi Sampah.” One of the articles selected as data was the main article entitled “The End of Trash” by “Robert Kunzig.” This article explains one of the biggest issues that has always existed, namely waste. This article discusses how aspects of life in the world contribute to producing waste, such as metal, clothing, machines, energy, food, agriculture, etc. Many resources are wasted and become waste due to improper processing. This article also invites readers to start caring about the environment by paying attention to small things that can produce waste. By doing a translation analysis in the National Geographic magazine “The End of Trash,” we can know the quality of the translation. As far as we know, many individuals across the world are familiar with National Geographic. This highlights the importance of providing accurate and easily understandable information to people in other countries and the need for translations that maintain the essence of the original message. Translations of environmental articles such as “The End of Trash” reflect an

ambition to raise worldwide awareness about the environmental difficulties that humanity faces, making it critical to increase the accessibility of these articles through translation.

The previous study examined translation analysis in National Geographic Magazine *An Analysis on Translation of Ecological Terms into Indonesian an Article National Geographic Magazine Entitled “Wolf War” by Douglas H. Chadwick* by Novendra (2013). This study examines the translation technique and quality of ecological terminology used in National Geographic magazine. This study employed Molina and Albir's theory. A total of 90 data were found. The results show ten techniques are employed in the translation of ecological terms: established equivalent, borrowing, calque, generalization, particularization, amplification, reduction, modulation, adaptation, and linguistic compression. According to the analysis of translation quality, 90% of the translations are accurate and 88.89% are considered acceptable. In contrast to previous studies, the research gap in this research is based on four key aspects. In terms of the focus of the study, previous research has been limited to specific terminologies, that is ecological terms. This study seeks to fill this gap by applying a broader range of terminologies. Second, regarding the source of data, both the previous study and this study used National Geographic magazines, but from different editions. This is an opportunity to know the development of translation techniques and quality across various topics within the same publication. In terms of the quality aspect, previous studies mostly used accuracy and acceptability, without including readability as a quality metric. This study integrates readability, emphasizing its importance as a benchmark for reader comprehension. Last, the findings from this study reveal a more extensive range of translation techniques, identifying 14 techniques compared to the 10 techniques noted in previous studies.

This study emphasizes translators' difficulties when transferring specific terms and concepts from one language to another. This includes ensuring the accuracy of scientific and technical terminology and fidelity to the writing style and message conveyed in the original article. Besides that, translation quality is also the focus of research because this influences readers' understanding and response to the article. In this context, determining how the translation maintains clarity, consistency, and accuracy in presenting information is critical to ensuring the message is not lost during the translation process. The research on translation techniques and quality in National Geographic Magazine's “The End of Trash” is an important contribution to deepening our understanding of translation quality and whether the translation in the magazine follows the source language. National Geographic magazine is one of the popular magazines read by many people from all over the world. Moreover, poor translation quality might undermine the credibility and reputation of this organization. Therefore, this research will analyze the translation techniques used to translate the sub-chapters in the article “The End of Trash” by “Robert Kunzig” and the quality of the translation in the sub-chapters of the article “The End of Trash” by “Robert Kunzig” in the National Geographic magazine edition 2020.

METHOD

This study employed a descriptive qualitative methodology. This approach enables a thorough examination of the techniques for translation and quality, which can provide valuable insights into the effectiveness of those techniques and quality. The units of analysis of this research are sentences from the two editions of National Geographic magazine “The End of Trash” edition 2020. One of the articles selected as data was the main article titled “The End of Trash” by Robert Kunzig. The researchers chose three sub-chapters in the article: food, clothes, and metal. To gather the data, the researchers examined both the original and Indonesian versions of the magazine, read the main article and selected the sub-chapters on Food, Clothes, and Metal for further analysis. Next, the researchers

proceeded with the following steps by, segmenting the sub-chapters in both the source and target languages into sentences, reading the translations in both languages and identifying the translation techniques using Molina Albir's theory. Next, the article was given to the rater to evaluate the translation quality. Next, the researchers collected the rater's assessments of translation quality. After compiling the results, the researchers tabulated the data on translation techniques and quality, and finally, drew conclusions based on the findings.

RESULTS AND DISCUSSION

Findings

In this research, the researchers discuss the research findings, which primarily focus on analyzing the translation technique and quality from an article in the National Geographic Magazine. The findings can be seen in the table below.

1. Translation Techniques

This section presents the findings in translation techniques by using the translation technique theory by Molina and Albir (2002).

Table 1 Translation Techniques

No.	Translation Technique	Frequency	Percentage
1.	Established Equivalent	100	34.9%
2.	Reduction	51	17.8%
3.	Literal Translation	24	8.3%
4.	Borrowing	20	6.9%
5.	Amplification	19	6.6%
6.	Discursive Creation	16	5.5%
7.	Transposition	12	4.2%
8.	Modulation	12	4.2%
9.	Adaptation	9	3.1%
10.	Calque	8	3%
11.	Particularization	8	3%
12.	Linguistic Compression	3	1%
13.	Generalization	2	0.6%
14.	Linguistic Amplification	2	0.6%
Total		286	100%

The findings revealed a diverse application of translation techniques and one sentence can be translated using more than one translation technique. The analysis above shows that there are 14 techniques used; these include Established equivalent, Reduction, Literal Translation, Borrowing, Amplification, Discursive Creation, Transposition, Modulation, Adaptation, Calque, Particularization, Linguistic Compression, Generalization, Linguistic Amplification. The most frequently used technique is Established Equivalent comprising 34.9% (100 data). The dominance of Established Equivalent indicates a preference for maintaining the original meaning as closely as possible, using well-known equivalents in the target language. Reduction follows with 17.8% (51 data). The use of Reduction suggests that translators often condensed sentences to eliminate side

stories that were not directly related to the main narrative. This approach helped streamline the content, ensuring that the focus remained on the core message while preserving the essential meanings.

2. Translation Quality

This section presents the findings in translation techniques by using translation quality theory by Nababan (2012), focusing on accuracy, acceptability, and readability. The analysis reveals that, in terms of accuracy, 98 translations were found to be accurate, meaning they faithfully conveyed the original meaning of the source text. 23 translations, were deemed less accurate, indicating slight deviations or ambiguities, but importantly, none were categorized as inaccurate. Regarding acceptability, 95 translations were considered acceptable, reflecting their alignment with the cultural and linguistic norms of the target language, making them natural and appropriate for the target audience. Meanwhile, 26 translations were seen as less acceptable, though none were unacceptable. In terms of readability, 97 translations were easy to read, ensuring smooth comprehension by the reader, while 24 were less readable, though all translations remained within a readable range. This comprehensive assessment underscores the overall effectiveness of the translations across these three crucial dimensions.

Table 2 Translation Quality

No.	Total Frequency	Translation Quality	Frequency	Percentage	Total
1.	121	Accuracy Accurate	98	80.9%	100%
		Less Accurate	23	19.1%	
		Inaccurate	0	0%	
2.	121	Acceptability Acceptable	95	78.5%	100%
		Less acceptable	26	21.4%	
		Not acceptable	0	0%	
3.	121	Readability Readable	97	80.1%	100%
		Less Readable	24	19.8%	
		Not Readable	0	0%	

Discussion

This section discusses the findings in detail by providing some examples and analysis of the translation found in the sub-chapters of the article “The End of Trash” by Robert Kunzig in March 2020.

1. Translation Technique

This section discusses the findings in detail by providing some examples and analysis of translation techniques.

a. Established Equivalents

Established equivalents use a recognized term or expression in the target language.

Excerpt 1:

SL: Zornes demonstrated one in his conference room using a plastic chicken leg.

TL: *Zornes memeragakan alat ini di ruang rapat menggunakan kaki ayam plastik.*

The datum above applies an established equivalent technique. The word *one* in SL refers to an unspecified item previously mentioned or implied in the conversation. In English, *one* is a pronoun used to avoid repetition. The translator interprets *one* as *alat ini* (this tool) in Indonesian. In translation, it may be necessary to specify what *one* is to maintain clarity. Therefore, the translator chooses *alat ini* (this tool) to explicitly state what Zornes demonstrated, based on the context provided by the sentence.

b. Reduction

Reduction is removing a cultural element from the source text with one from the target culture.

Excerpt 2:

SL: At the T-shirt grading station, I noticed an older man.

TL: -

This sentence is translated using the reduction deletion technique. Deletion is a translation technique by omitting the whole sentence. Usually, this is done because the sentence is considered not crucial and does not reduce the accuracy of the message. The sentence *at the T-shirt grading station, I noticed an older man*, is omitted. The translator found the sentence unimportant. If it was omitted, it would not affect the accuracy of the article.

c. Literal Translation

Literal is translating word for word from the source text

Excerpt 3:

SL: "You need a lot of experience to know where you can sell and reuse a piece of clothing," Boer said.

TL: *Kita perlu banyak pengalaman untuk mengetahui dimana bisa menjual dan Menggunakan kembali sepotong pakaian, kata Boer.*

The datum above is a sentence translated using the literal translation technique. The literal translation is a word-for-word translation, where the translation is done according to the word order in the source language in Excerpt 3, *and* is translated as *dan*, *reuse* is translated as *menggunakan kembali*, *a piece of* is translated as *sepotong*, *clothing* is translated as *pakaian*.

d. Borrowing

Borrowing is a technique of using a word or expression directly from the source language.

Excerpt 4:

SL: The emblem of the Ellen MacArthur Foundation a set of nested circles was on Dame Ellen's teal hoodie when we met in her headquarters at an old sailmaker's loft on the Isle of Wight.

TL: *Lambang Ellen MacArthur Foundation berupa lingkaran dalam lingkaran terpasang di sweter tudung biru kehijauan milik Dame Ellen ketika kami bertemu di kantor pusatnya.*

The phrase *Ellen MacArthur Foundation* is translated into *Ellen MacArthur Foundation* using the Pure Borrowing technique. The translator borrows the phrase because *Ellen MacArthur Foundation* is a proper noun referring to a specific organization, and maintaining the original name helps preserve its identity and recognizability. They are recognized universally and translating them might lead to confusion or loss of identity.

e. Amplification

Amplification is adding information that is not present in the source text to clarify the context.

Excerpt 5:

SL: The best is the simplest, waste less stuff by keeping it in use.

TL: *Strategi terbaik adalah yang paling sederhana, kurangi jumlah barang yang dibuang dan terus menggunakannya.*

This sentence is translated using the amplification paraphrase technique. The amplification paraphrase technique is a technique that conveys using another sentence with the same meaning. In this case, *the best* is translated into *strategi terbaik* (the best strategy) to provide a clearer and more specific meaning in Indonesian. The term *strategi* (strategy) is added to explicitly convey that the sentence is about an optimal approach or method, which might be implicit in the English version. By translating *The Best* into *Strategi terbaik*, the translator clarifies that the context is about strategies or methods.

f. Discursive Creation

Discursive Creation is using a completely new expression to convey the same meaning.

Excerpt 6:

SL: As an assistant store manager, she wanted to do something about it, and she couldn't—food banks might take some bread but not all the produce.

TL: *Sebagai asisten manajer toko, dia ingin mengatasi masalah itu tetapi tidak dapur umum mungkin mengambil sebagian roti tetapi tidak semua sayur dan buah.*

The translation of *food banks* into *dapur umum* (public kitchen) instead of a more literal translation like *bank makanan* (food bank) is likely influenced by cultural context. In Indonesian culture, the concept of food banks may not be as widely recognized as it is in Western. The phrase *Dapur umum* aligns more closely with the idea of a place where food is prepared and distributed. In this case, *dapur umum* not only conveys the basic idea of a place where food is distributed charitably but also aligns

with cultural norms, which might be more relatable and understandable to Indonesian readers than the term food banks.

g. Transposition

Transposition is changing the grammatical structure in the translation.

Excerpt 7:

SL: Van Nimwegen was two years out of business school and working for Albert Heijn, the largest Dutch grocery chain, when she discovered the food waste problem.

TL: Van Nimwegen baru dua tahun lulus kuliah bisnis dan bekerja di albert Heijn, jaringan toko makanan Belanda terbesar, ketika menemukan masalah limbah makanan.

The datum above shows that the translator used the structural shift technique to translate the phrase *the largest Dutch grocery chain*. This phrase consists of an Adjective and Noun Phrase. The adjective used to describe in English must be placed in front, so the phrase is patterned Adjective - Noun. Meanwhile, in Indonesia, the Noun must be placed in front so that the pattern is Noun- Adjective. So, when the phrase is translated, the word structure also changes to match the target language. For example, *largest* (adjective) + *Dutch grocery chain* (noun phrase) is translated into *jaringan toko makanan Belanda* (Noun phrase) + *terbesar* (adjective).

h. Modulation

Modulation is changing the form or perspective of the message.

Excerpt 8:

SL: People have the wrong idea about what happens when they drop clothes into a donation bin, Boer said; that they think the clothes are given directly to needy people.

TL: Orang salah mengira tentang bagaimana nasib pakaian bekas yang di masukkan ke kotak sumbangan, kata Boer, orang mengira pakaian itu diberikan langsung ke orang yang membutuhkan.

The datum above shows that the translator used a modulation technique to translate the sentence. This datum uses the modulation technique by changing the point of view from active to passive. In the source language, the sentence is active form, *when they drop clothes into a donation bin*. After being translated into the target language, the sentence becomes passive, *pakaian bekas yang di masukkan ke kotak sumbangan* (Clothes are dropped into a donation bin).

i. Adaptation

Adaptation is replacing a cultural element from the source text with one from the target culture.

Excerpt 9:

SL: In 2005, at age 28, MacArthur finished sailing around the world on a 75-foot trimaran in a record time of just over 71 days-alone days alone.

TL: *Pada 2005, pada usia 28 tahun, Macarthur selesai berlayar keliling dunia, dengan perahu trimaran 23 meter, mencetak rekor dengan 71 hari lebih sendirian.*

In the source language, there is a phrase *75 foot*, which is translated into *23 meter*. The translator translates *foot* into *meter* because, in Indonesia, the unit of measure commonly used is meter. Meanwhile, the British used the Imperial system, such as inch, foot, feet, yard, etc., as a unit of measure. Because of the difference in the use of the unit of measure, the translator changed *75 foot* into meter, which is the same as *23 meter*.

j. Calque

Calque is translating a phrase literally, but the source language structure is still used in the target language or the lexical element is retained but following the target language structure.

Excerpt 10:

SL: Roughly a third of all food is wasted globally at an annual cost of nearly a trillion dollars, WRAP's global director, Richard Swannell, told me.

TL: *Kira kira sepertiga dari semua makanan di dunia dibuang, dengan kerugian tahunan hampir kuadriliun rupiah, kata director global WRAP, Richard Swannell kepada saya.*

The phrase *WRAP'S global director* is translated into *director global WRAP* using the Calque Technique. In this datum, the phrase *WRAP'S global director* is translated following the target language structure into *director global WRAP*, but the lexical element is retained.

k. Particularization

Particularization is a translation technique that changes general things into more specific things.

Excerpt 11:

SL: Each time a cook or waiter dumps a pot or platter of something into a Winnow can, a scale measures the added weight, and a camera snaps a picture.

TL: *Setiap kali koki atau pelayan membuang sepanci atau sepiring makanan ke tempat sampah winnow, ada timbangan yang mengukur tambahan berat dan kamera yang memotret.*

The word *something* is translated into the word *makanan* using the particularization technique. The word *something* is translated into *makanan* or food. The word *something*, which used to be a general word and could mean anything, is translated into a more specific word food. This makes it easier for the reader to understand the sentence.

l. Linguistic Compression

Linguistic Compression is reducing the linguistic elements in the translation.

Excerpt 12:

SL: "It has to be there."

TL: "*harus terjadi*"

The phrase it has to be there is translated into *harus terjadi* using the linguistic compression technique. In English, *It has to be there* implies a necessity or requirement for something to exist or occur in a specific place or situation. When translated into Indonesian, it captures the essence of necessity (*harus*) and occurrence (*terjadi*), aligning with the original meaning that something must happen or be present in a given context.

m. Generalization

Generalization is a translation technique by changing specific things into general things

Excerpt 13:

SL: Half a dozen start-ups are working on technology to chemically recycle these fibers.

TL: *Beberapa perusahaan rintisan sedang menggarap teknologi yang dapat mendaur ulang serat seperti ini secara kimiawi.*

The phrase *half a dozen* is translated into *beberapa* using the generalization technique. *Half a dozen* is a colloquial expression in English that refers to exactly six items. Therefore, the word *beberapa* is used to convey the idea of a small, unspecified number of start-ups without getting into specific numerical details. Using the word *beberapa* maintains the general sense that there are a few start-ups involved, which aligns with the original meaning.

n. Linguistic Amplification

This technique means adding linguistic elements to the translation.

Excerpt 14:

SL: "It's easy to point fingers at the supermarket," Van Nimwegen said

TL: *"Mudah saja menyalahkan orang di toko swalayan," kata Van Nimwegen*

The phrase *It's easy to point fingers at the supermarket* is translated into *mudah saja menyalahkan orang di toko swalayan* using the linguistic amplification technique. The phrase *to point fingers at* means to blame or accuse someone or something. The translation *menyalahkan orang di toko swalayan* captures the essence of accusing or blaming someone.

2. Translation Quality

This section discusses the findings in detail by providing some examples and analysis of translation quality (Nababan et.al., 2012).

a. Accuracy

According to the results of the translation quality assessment, the researchers find that the translator makes 98 accurate translations (80.9%), 23 less accurate translations (19.1%), and the researchers do not find any inaccurate translations.

Accurate Translation

Accurate means that the translated text faithfully conveys the same meaning as the original text.

Excerpt 15:

SL: The best is the simplest: Waste less stuff by keeping it in use.

TL: *Strategi terbaik adalah yang paling sederhana: kurangi jumlah barang yang dibuang dan terus menggunakannya.*

The rater gave a score of 3 for the accuracy aspect of the data above. Adding the word *strategi* to the TL does not distort the meaning. The addition of *strategi* is considered to clarify the meaning in the original sentence, which means the best strategy is the simplest.

Less Accurate

Less accurate means the translation conveys most of the meaning from the source text to the target text, but with some distortions, ambiguities, or omissions which can lead to misunderstandings.

Excerpt 16:

SL: It was boring stuff, forgotten common sense, but it worked.

TL: *Efektif*

The raters gave a score of 2 for this translation. This sentence is considered less accurate because a lot of details were missing. The sentence in SL is an example of translating the message or intention of the original sentence. The original sentence expresses the information being dull and something commonly known but forgotten, it was effective. The point of this sentence is the effectiveness of the information, not the fact that it was boring or forgotten.

b. Acceptability

According to the results of the translation quality assessment, the researchers find that the translator makes 95 acceptable translations (78.5%), 26 less acceptable translations (21.4%), and the researchers do not find any not acceptable translations.

Acceptable

Acceptable indicates a natural and appropriate translation.

Excerpt 17:

SL: "It's easy to point fingers at the supermarket," van Nimwegen said.

TL: *"Mudah saja menyalahkan orang di toko swalayan," kata Van Nimwegen.*

The raters gave a score of 3 for this translation. The phrase *point fingers at* is translated into *menyalahkan*. This phrase means to blame, which is the idiomatic meaning of point fingers at. The literal translation of *point fingers* would be awkward and unnatural.

Less Acceptable

Less acceptable indicating the translation is understandable but has certain issues that make it feel unnatural or awkward in the target language.

Excerpt 18:

SL: As a young boy in Tokyo in the 1950s (his parents were in the occupying American Army) McDonough recalls waking at night to the sound of farmers collecting the family's night soil.

TL: *Semasa kecil di Tokyo pada 1950-an, McDonough ingat pernah terbangun malam-malam akibat suara petani yang mengumpulkan kotoran keluarga itu.*

The rater gave a score of 2 for this translation. The phrase *night soil* refers to human excrement collected at night and used as fertilizer. The translator chose *kotoran keluarga itu*, which translates to that family's excrement. In Indonesian, *kotoran* directly means excrement or feces. In Indonesian culture, human waste can be seen as impolite or too blunt. Using *kotoran* (excrement) might be considered less acceptable because it lacks the meaning of night soil. The phrase *kotoran keluarga itu* feels more like a literal translation making it feel less natural and acceptable.

c. Readability

According to the results of the translation quality assessment, the researchers find that the translator makes 97 readable translations (80,1%), 24 less readable translations (19,8%), and the researchers do not find any unreadable translations.

Readable

Readable means the translation is very easy to understand.

Excerpt 19:

SL: There's one form of recycling he makes a modest profit on.

TL: *Ada satu bentuk daur ulang yang menghasilkan laba kecil baginya.*

The rater gave a score of 3 for this translation. The translation accurately conveys the same message as the original sentence. The translation uses natural and appropriate Indonesian phrases. *Ada satu bentuk daur ulang* (There is one form of recycling) is a direct and clear way to express the subject of the sentence. The clause *yang menghasilkan laba kecil baginya* (which generates a small profit for him) is also naturally structured and easily understood by Indonesian readers. The sentence is simple, making it easy to understand.

Less Readable

Less readable means the translation is understandable but presents some challenges to the reader.

Excerpt 20:

SL: As an assistant store manager, she wanted to do something about it, and she couldn't—food banks might take some bread but not all the produce.

TL: *Sebagai asisten manajer toko, dia ingin mengatasi masalah itu tetapi tidak dapur umum mungkin mengambil sebagian roti tetapi tidak semua sayur dan buah.*

The rater gave a score of 2 for this translation. The translation seems less readable due to several factors, such as diction, clarity, and punctuation. The phrase *tetapi tidak dapur umum mungkin* is confusing. The negation *tidak* should directly precede the verb it negates to maintain clarity. The original sentence uses commas and dash to separate clauses, providing pauses that make the sentence easier to understand. The Indonesian translation lacks these, making it harder to follow. It requires multiple readings to understand the sentence.

CONCLUSION

The article “The End of Trash” by Robert Kunzig in National Geographic Magazine (2020) utilizes 14 translation techniques based on Molina and Albir's (2002) theory. The most frequently used techniques are Established Equivalent (34.9%) and Reduction (17.8%). Established Equivalence ensures cultural alignment and accuracy, while Reduction eliminates unrelated segments for clarity. Nababan's (2012) theory assesses the translation quality, showing high levels of accuracy (80.9%), acceptability (78.5%), and readability (80.1%). Despite some untranslated sentences, the overall meaning remains intact and culturally appropriate. Future research should explore different editions of the magazine and employ multiple raters for a more comprehensive evaluation of translation techniques and quality.

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