

## Analyzing the Economic Education Students' Strategy in Translating Terms in Economic Education

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### Abstract

Translation is activity to translate word or sentence in one language and to point out the meaning of a text. The aims of this study to analysis the economic education students' strategy in translating the term of economic education in an English article text to Indonesia. The researcher conducted by applying qualitative method by using descriptive qualitative research. This research related to translating recount text. Sugiyono argued that the qualitative research try to learn something as whole without controlled. The participant of this research is first semester students at International class Economic Education Student. It finds that there are three translation strategies used by students in the first semester of the international class of economic education in translating vocabulary terms from English to Indonesian, namely direct translation, combined direct translation and absorption, and absorption translation. The most widely used strategy for translators in translating vocabulary terms is the direct translation strategy of 33 vocabularies.

**Keywords:** Translation, student strategy, and Economic Terms

### Introduction

Translating is an activity that is well known in the educational environment in English subjects. This translating activity is carried out by the students to translate English texts into Indonesian. This effort is carried out the students can learn English as an exercise in order to have abilities in the field of English. However, the translating activities students have difficulty in translating. The students first impression concerning English text is difficult to obtain the meaning of the text because the students unable to translate the contents of the text word by word. The problem occurred among of all these learners. Especially English is a foreign language that learned by the students in Indonesia.

One of the obstacles to communicating with each other is the large number of different languages and it has spread globally. People can understand the message of each language by translating. Translation is the process of translating the meaning of a text into another language in order to understand the message from the source text. In another sense translation is the process of exchanging one language to another without changing the form of meaning. Translation activities are beneficial to all societies. Translation has a great effect on everyday life in both educational and social circles. That will help transfer and receive messages from different languages easily.

However, everyone had been learning strategies for translating the source language into the target language. This translation activity can be done with more than one strategy. There are varieties of strategies to choose in translating source text into the target language. However, the most usual way that people use is to translate using "Google Translate". The strategy is known to be very practical, just by typing the source of the text and then selecting the target language. The obstacles that exist when using the Google Translate strategy are inappropriate grammar, sometimes the text of the target language being produced makes it confusing about the meaning of the source language. In contrast, there are some people who translate the target language using the "Word by Word" translation strategy and the "Sentence by Sentence" strategy. Their strategy are used among people who are already good at English. In other words, that they have already received English lessons over a long period of time.

In this study, the researcher focused on "*Analysis of The Economic Education Students' Strategy In Translating The Term of Economic Education In An English Article Text To Indonesia*" Based on the background above, the researcher identified the problem, the student cannot translate the term of Economic education in an English article. The researcher limits the problem on the students' strategies in translating the term of Economic education in English article into Indonesia. The researcher focuses on article text. Based on the limitation above, the formulation of the problem as follows: What is the student strategy that used to translate the term of Economic education in English article into Indonesia? Based on the statement above, the objective of this research is to find out the strategies used by students in translating the term of Economic education in English article into Indonesia.

The meaning of the translation in KBBI is language copy and translation (from one language to another). It meant that translation is to transfer the source language into another language with the same meaning. Petrus Danielus said that translation is activities to translate sentence in one language and to point out the meaning of a text. Be based on the argumentation, expert have a purpose for anyone to know and understanding of each language that they found. Translation is a set of actions performed by the translator while rendering the source language into another language. Related above statement, that translation is the name of the activity of translation. It meant that process of translation is to copy the meaning with different language. The purpose of this activity is to communicating something to audience.

Translation is a set of actions performed by the translator while rendering the source language into another language (Panagiotis Krimpas, 2015). Translation is meant to communication. The translator makes possible to exchange the information between the users. The difference between the two languages can produce in the target language. The target language isn't fully same with the source language (Farida Repelita Waty Kembaren, 2016). Types of Translation, namely:

a. Word to Word Translation

The translation is done by finding the source language which is the equivalent in the target language, because it has meaning more than one. The analysis must be done by carefully and accurately. In this rank of translation is translating text from one language to another at a time. Word by word translation can be used in some languages and not dependent on the sentence structure.

b. Group to Group Translation

In this rank, the translation is more complete than word to word translation, but it will be easier the concept of meaning in English phrase has a fixed meaning, equivalent in another. If we have a good phrase meaning, so will be no difficulty in translating it. The first type in Group to Group Translation is Sentence to Sentence Translation. In this translation, the first thing that be conducted is to do lexical (word to word) and grammatical analysis. Then the message content of the sentence on the basic dynamic and closet natural equivalent principle is done. After that restricting of the message is arranged finally a translation of equivalent is obtained. The second one is Paragraph to Paragraph Translation. We have to do the first rank until the third one. After doing those steps, then transfer to the source language message content into target language equivalent is conducted. As conclusion, in using those kinds of ranks translation, we can choose them according to the material that we would like to translate, or it depends on the material. If it is only a word, so that the first rank is used if it is a passage and all the rank are used of fourth rank only.

According to Molina and Albir (2002), translation techniques is tool to analyze translation product, to describe the target text related to the source text. Related the statement, translation technique is used to transfer the meaning of the source text into target text with some of manner. The statement is supported by the theory of Kardiman. Translation technique is one of the translator tactics to translate a word of words. Perhaps the full sentence can be translated into the smaller portion. Adaptation, Amplification, Borrowing, Calque, Compensation, Discursive Creation, Description,

Established Equivalent, Generalization, Linguistic Amplification, Linguistic compression, Literal Translation, Modulation, Particularization, Reduction, Substitution, Transposition, and Variation.

Strategy is shape of tactics, plan, method to achieve a goal. As generally, the aim of translation strategies is to make the best translation. In the principles, there are three categories; they can be conscious, potentially conscious (e.g translation behavior may be accessed through introspection) or subconscious (e.g it would be the case with undesirable strategies, such as the resulting in various forms of translation). Whenever, the strategies aren't accessible through the translator, which need to be hypothesized from the available of data. There are stages of translation strategies, there are: (a) preliminary of analysis, (b) exhaustive style & context analysis, (c) acclimation, (d) reformulation of the text, (e) analysis of translation, and (f) reviews & comparison.

English is a foreign language studied by students, where English is one of the priority aspects in the international economic education class. Translation is an attempt to redirect a message in the text from the source language to target language (bahasa). Translation can be carried out to determine the structure of understanding foreign language. Students should know how to translate the article text well. Then what is a good strategy to make the translation correctly.

Students have difficulties in the process of translating sentences into English. Especially when the students translate an English article into Indonesia. Student admitted that she had difficulty in translating activities. Some of the difficulties' student faces is student has difficulty understanding the meaning of text, student has difficulty translating new vocabulary, and student difficult to combine word by word into a good sentence. To understand the text, students must translate each word or each sentence from the paragraph of text. In this research, the researcher focused on the student strategy to translate an English article text into Indonesia.

## Methods

Researcher conducted by applying qualitative method by using descriptive qualitative research. Sugiyono argued that the qualitative research tries to learn something as whole without controlled. The qualitative research refers to the definition, the concepts, the meaning, the characteristics, and the description of the study. This study, data were collected by using qualitative. Qualitative data will be analyzed from observation and translation document to illustrate the students' translation abilities. Researcher obtains data from Economic Education students when translating an English article. In this study student is important subject as a source of data.

According to Sugiyono that the purposive sampling is a technique that used to take sample based on some of consideration and have detail criteria. The subject of this research is first semester students at international class Economic Education Student. It is located in Universitas Negeri Padang. Researcher choses this class because based on interviews with the student that she has difficulty to translate an English article into Bahasa.

The procedures of data collection are observation and document. The observation is an activity done by researcher, in order to see directly the activities of informant. Therefore, researcher makes notes about what researcher see and hear both directly in the translation activity. The intention of the observation is to observe directly, that done by informant related to the problems in the study. Researcher conducted the observation when the student is being translating an English article text. Researcher asked and saw the students' strategy in translating English article text. Researcher makes notes about what researcher see, then the researcher collects all information to support this study. Documents are one type for collecting data. Documents can be printed documents or written notes in the study, such as personal diaries, or those created after the study has begun such as student essays. Researchers collect data on documents provided to students while in college. The document test is to translate the text of an English article into Indonesian.

The research instrument has a significant role part to support the research. Sugiyono stated in qualitative research the researcher in primary instrument for data collection and analyzing the data makes the conclusion. In others word, the major instrument in this research is the researcher. In this case, the description of those instruments were (a) document, which was students' translation. The document was English article text that had translated into Indonesia. The document used by the researcher to analyze the students' strategy in translating English article into Indonesia. It purposed to

know students' strategies used in translating the article from English into Indonesia. The specification of document as follow.

In collecting the data for this research, the procedure of the research as follows: The researcher selected one student at the International class the first semester of Economic Education Student as a sample subject; Researcher share the assignment to students who contain English articles and then translate it into Indonesian; Researcher collects the student translation documents; After collecting the all documents, the researcher conducts the interviews with students to find out the difficulties they face in translating English articles; Researcher analyzes the results of the student publication documents and student interviews; and Then, the researcher makes a conclusion. Data analysis is the process of combining data to obtain explanatory patterns. Meanwhile, data interpretation is the process of giving meaning to the results of data analysis. Data analysis should be elaborated with the data that has been collected with the aim of making clear conclusions. Data analysis in this study uses three major phases according to Miles and Huberman, namely data condensation, data display, conclusion drawing.

## Results and Discussion

Researcher analyzed the data that had been reduced before and display.

**Table 1. Adaptation Strategy**

No.	Source Language	No.	Source Language
1	Human	18	Life balance
2	Performance	19	Salaries
3	Shareholders	20	Market
4	Competitors	21	Justice
5	Customers	22	Lower cost
6	Profits	23	Distributive
7	Financial	24	Recruitment
8	Costs	25	Company
9	Account	26	Promoting
10	Investment	27	Feedback
11	Imbalanced	28	Non-monetary
12	Overinvestment	29	Trade-offs
13	Underinvestment	30	Values
14	Limit	31	Economic
15	Economic-utilitarian	32	Employees
16	Economic-financial	33	Stakeholders
17	Mutual investment		

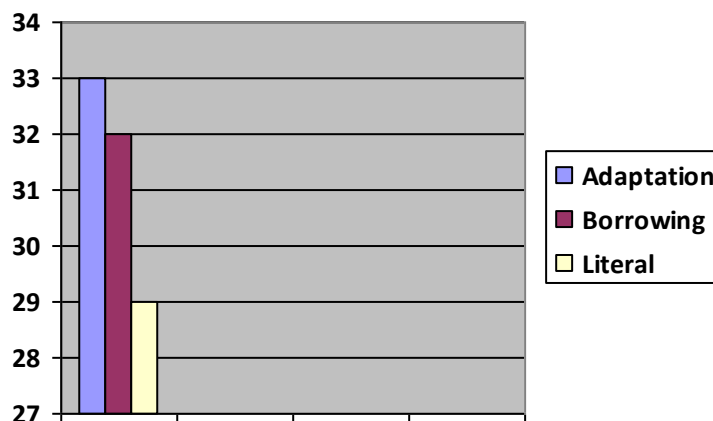
**Table 2. Borrowing Strategy**

No.	Source Language	No.	Source Language
1	Management	17	Integrative model
2	Organisations	18	Competencies
3	Phenomenon	19	Typology
4	Commitment	20	Qualitatively
5	Adaptation process	21	Relevant aspect
6	Labels	22	Economic effects
7	Strategic analysis	23	Implementation processes
8	Business	24	Internalisation
9	Business	25	Signal
10	Ecological perspective	26	Career
11	Coherent	27	Quantitatively &

12 Principles	28 Career management
13 Regeneration capacity;	29 Remuneration criteria
14 Productive capacity	30 Projects
15 Incentivises	31 Compensation
16 Horizontal and vertical	32 Selection processes

**Table 3. Literal Translation Strategy**

No.	Source Language	No.	Source Language
1	Future generations	16	Economic issues
2	Environmental integrity	17	Mixing exploratory
3	Economic prosperity	18	Exploitative learning
4	Transparent relationships	19	Ecological goals
5	Financial aspect	20	Social wellbeing
6	Company managers	21	Cultural component
7	Director's view	22	Strategic planning
8	Systems linked	23	Training programmes
9	Social sustainability	24	Dominant reasoning
10	Business sustainability	25	Environmental targets
11	Corporate strategy	26	Attractive products
12	Environmental effects	27	Quasi-Spot Contract
13	Integrate environmental	28	Tacit knowledge
14	Reduce pollution	29	Signalling theory
15	New technologies		



**Figure 1. Students' Translation Strategy**

This translation strategy is used strategies by translators in translating economic education vocabulary terms from English to Indonesian. There are 33 vocabulary terms used in this translation strategy. The use of adaptation strategy in translating terms applies to source language terms that have equivalents in the target language. So the translator decided to translate it using daptation strategy. The vocabulary is also found in the dictionary of the target language.

This strategy is most often used by translators in translating foreign language words into Indonesian. The borrowing strategy is carried out when the word of a foreign language is not difficult to spell and pronounce in our language. There are 32 terms translated using this strategy. Translators use this strategy because the English vocabulary terms do not have an exact equivalent in Indonesian. Therefore, the translator borrows the terms of the source language by making some adjustments, such as adjustments to spelling and pronunciation as exemplified by the term appreciation. Adjustments can be made to the spelling but the pronunciation is retained and it can also be by preserving the

spelling and pronunciation. In this study, the authors provided vocabulary terms that were translated using borrowing strategies. This translation strategies use a literal translation. Literal translation has another term that is word by word translation. This strategy has a total of 29 vocabulary terms. In a sense this strategy ranks second.

### Conclusion

It can be concluded that there are three translation strategies used by students in the first semester of the international class of economic education, namely literal translation strategy, borrowing strategy, and adaptation strategy. The most widely used strategy in translating is adaptation translation strategy with number of 33 vocabularies.

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Researchers hope that this research can be useful as a reference for further research related to the translation of vocabulary terms in English economic education. In addition, researchers hope that further researchers can refine this study and make research on translating more interesting.

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