Analysis of *Newspeak* Neologism Translation in George Orwell's *Nineteen Eighty-Four*

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Abstract

This research aims to present the analysis of Newspeak neologism translation in George Orwell's Nineteen-Eighty Four, in terms of the types of neologism, the translation techniques used, and the impact of the techniques on the translation quality. It is a descriptive qualitative research using total sampling, studying 118 data of new words and phrase-like words. The data were grouped into several types of neologism based on the theory proposed by Newmark (1988), and were analysed to reveal the translation techniques, using theory of translation techniques by Molina and Albir (2002). The researcher obtained data about translation quality by distributing questionnaires to three raters, assessing the translation quality. Findings of this research show that, of ten types of neologism proposed by Newmark (1988), seven were found within the data. Seventeen translation techniques are employed by the translator; six single translation techniques and eleven multiple translation techniques were found to be employed by the translator. Based on the quality assessment, it is found that the average score for the translation is 2.37, signifying high level of quality. However, there are some special cases which point out the irregularities of the result and need further reviewing and considerations.

Keywords: translation, neologism, Newspeak, Nineteen Eighty-Four, translation quality

Analysis of *Newspeak* Neologism Translation in George Orwell's *Nineteen Eighty-Four*

Neologism, according to Ebest, et. al. (1999:449) is "a newly coined word or phrase or a new usage of an existing word or phrase." The definition was earlier stated by Newmark (1988:140) in the more technical way, that neologisms are "newly coined lexical units or existing lexical units that acquire a new sense." Based on the definition, it might happen that the person who need to express his/her ideas can come up with coining new words or phrases based on his/her initial reaction to express them, or using the existing words or phrases in a new way.

However, even though it is primarily coined to satisfy linguistic demand of explaining ideas, neologisms are not always used to express new ideas. There are some instances of their usage being totally different to the things mentioned above. Peprnik in Kubová (2009:7) stated that "the motif for producing a neologism can be, besides the real need such as a new invention or discovery of something, also the puristic effort to replace foreign terms by domestic ones." This is especially apparent in Turkey when efforts to "purify" Turkish from Arabian and Persian influences were spearheaded by the secular government; presently 86% of Turkish vocabulary comes from Turkish. Another motif is to increase prestige of an occupation, also stated by Peprnik in Kubová (2009:7), a process which Fromkin (2003:511) noted that "languages are accommodating and inventive in meeting these needs."

In some authoritarian countries, neologisms are used to control the flow of ideas. This dystopian view of the world, where the government controls anything including language its citizens used daily, had been predicted, or some say, heralded, by several novels, most notably *Nineteen Eighty-Four* by George Orwell, which features a language called *Newspeak*, supposedly designated by the State as the standardised, official language, used widely in this

novel. Features of *Newspeak* are unique in that it has no alternative words, and those who use it cannot express their thoughts perfectly, thus making them a loyal subject to the State and the Party.

There are some theories supporting the notion above. Orwell himself, as stated in his publication preceding this novel, *Politics and the English Language*, stated that "if thoughts can corrupt language, language can also corrupt thoughts." (Orwell, 1946:259). This statement is also supported by the fact that language is a tool of social control, as stated by Halliday (1975, in Tompkins and Hoskisson, 1995) that language has a regulatory function, meaning that language can be used to influence someone's thought and behaviour. It is obvious that language can influence someone psychologically, and the novel tried to give illustration of the practice of these theories in an extreme way.

Translation of neologism, in particular belonging to the types presented above, is important to serve as a future reminder for future generations about political scenarios that can actually happen in the near future. Translation of neologism itself, broadly speaking, is important, since "it is the practice of translation that makes the greatest contribution to the enrichment of the vocabulary of the certain language by the words borrowed from other languages" (Petrova, 2014, in Kuzina and Yusupova, 2016). The concepts presented in neologism translation can help enrich vocabulary in the target language, by exposing new ways to present ideas previously in the mind but unspoken. Consequently, translation of neologism can serve as a point of cultural exchange, since humans may have the same mind over something, but lacking the way to express it.

However, this endeavour is not without difficulties. The main difficulties in translating neologism usually occur in terms of translator's understanding of the context proposed in the

sentences and paragraphs leading and subsequent to the new lexical units. Translators often miss points in understanding the new lexical units faced. This not-ideal situation creates a need for translators to define the meaning of the new lexical units by themselves. In this case, Misuno (2009, in Kuzina and Yusupova, 2016) suggested that translators should "analyse the structure of the neologism, define how the word is formed, carefully study the context in which the word is used and find the examples of the use of the word referring to the Internet or other sources". Such steps, if followed carefully and considerably, would be helpful in determining the best translation techniques to translate the new lexical units encountered.

The field of neologism translation itself has been a subject for a number of studies because of its elastic possibility of development. The fascination over neologism translation is clearly expressed in the huge corpus of researches and studies in the field, some of previously mentioned. Kuzina and Yusupova (2016) studied the translation of English neologisms, mainly references about pop culture, into the Russian and German languages. They found that almost all of the techniques found to be used in translating these words are actually borrowing technique, while the main methods of translation of the English new words into Russian are transliteration and transcription, which are actually the ways of borrowing words from another language, as well as the calque translation, also frequently applied in translating neologism both into Russian and German.

Litak (2011) analysed translation of author neologisms in J.R.R Tolkien's *Lord of the Rings* into Ukrainian. She collected 50 samples which best represent Tolkien's neologisms in the novel. It was found that Tolkien employs mostly word composition technique in making these neologisms, while neologisms formed by using affixations and semantic neologisms are also found. In translating these neologisms, the Ukrainian translator of the novel resorts to various

ways, in which loan translation is the most frequently employed to reproduce the neologisms. Other techniques to translate neologism, such as transcription + transliteration and functional substitution + mixed translation are also found. She concluded that the four things which should be taken into consideration in determining the means by which author neologisms are translated are text character, the character's importance in the context, nature of author neologisms, and expected readership.

Václavíková (2006) researched translation of proper names and neologisms in Czech and Slovak translations of Harry Potter novels. The researcher aims to investigate the various ways in which these lexical units are translated, which she noted as having "extraordinarily large" numbers. Collected data were divided into groups and subgroups and analysed for supposed certain patterns in which the translator abides in translating these terms. However, she noted that no pattern was found, but the translation is still enjoyable.

Studies on translation of neologisms were also conducted by Indonesian researchers. Among them are studies by Hesti (2017), Mulyawati (2012), and Andriani (2008).

Hesti (2017) researched translation procedures in translating neologisms found in *Strawberry Shortcakes* bilingual books, aiming at identifying and analysing types of neologisms and the procedures employed to translate them. The research employed types of neologism and translation procedures as proposed by Newmark (1988). The data were obtained from four *Strawberry Shortcakes* books, with ten most representative data were presented in data analysis. Three types of neologism are found in the representative, namely new coinages, old words with new senses, and transferred words, while four translation procedures are found to be employed in translating the studied data, namely couplet (transference and descriptive equivalent), transference, naturalisation, and functional equivalent. Based on the comparison between ST and

TT, the researcher concluded that three procedures, namely couplet, transference, and naturalisation helped preserving TL form as neologisms. The researcher also noted that cultural manifestations in terms should be maintained by using appropriate procedures.

Mulyawati (2012) studied translation of English neologisms in *Sex and the City: Season 6* TV series into Indonesian, aiming at analysing translation procedures and assessing the translation quality in terms of accuracy and acceptability, by using translation procedures proposed by Newmark (1981) and instruments for assessing translation quality as proposed by Nababan, Nuraeni, and Sumardiono (2012). There are 52 neologisms collected from 15 of 20 episodes of the season, with literal translation becoming the most-commonly used procedure in translating the data, followed by equivalence and modulation. The average accuracy score after calculation is 1.28, while the average acceptability score is 1.24, indicating low level. The researcher found that translating neologisms, especially in her research object, is challenging because of the lack of knowledge of apparent context within the TV show setting and environment caused by the difference in culture (2012:107), a usual problem in this field.

Adriani (2008), as cited in Mulyawati (2012), researched the translation of neologisms in *Harry Potter and the Order of the Phoenix* into Indonesian, aiming at finding out the type of neologisms commonly found in the novel and analysing the translation procedures applied by the translator in translating them. The researcher based her analysis on types of neologism and translation procedures as proposed by Newmark (1988). There are 233 data collected, categorised into eight procedures of translation based on their employment. Transference is identified as the most- frequently employed translation procedure, followed by new coinage.

There are some differences in this research compared to the previous studies aforementioned, ranging from the different types of data source to the treatment applied to the

data. This research provides a more segmented, adult-oriented setting useful in determining the informants used to gather information about readability. This research also categorise the data into types of neologism as proposed by Newmark (1988), the translation data are studied differently, by using theory of translation techniques proposed by Molina and Albir (2002). In terms of novelty, this research presents freshness by adding an investigation and analysis of readability aspect, making possible of a complete analysis of accuracy of the message, acceptability of translated terms to the target readers, and the way the translation data are perceived by the target readers.

Based on the interesting phenomena found in the translation of *Nineteen Eighty-Four* from English to Indonesian, and supported by the fact that research in this field is lacking in number, the researcher intends to analyse the problems of the translation of Newspeak neologisms.

Methodology

This research is a descriptive qualitative research which primarily uses words and phrases as research objects. A qualitative research is characterised by "its aims, that is to understand some aspects of social life, and by its methods that generates words as data for analysis, rather than numbers" (Patton and Cochran, 2002:2). In doing so, this research aims to understand the translation of neologisms. Two types of data were employed in this research: primary data, consisting of linguistic data of Newspeak neologism in the forms of words and phrases, and translation data which refer to translation techniques employed and statement about translation quality in terms of accuracy in content, acceptability, and readability, and secondary data, consisting of all relevant information from previous studies.

The discussed in this research was first defined as Newspeak neologisms. The primary data analysed in the form of linguistic data and their translation were taken from the novel *Nineteen Eighty-Four* by George Orwell and its Indonesian translation done by Landung Simatupang, since the novel contains many terms in the form of Newspeak exclusively made by the author. Also the researcher collected statements from raters, which were needed to determine translation quality. The researcher collected the primary data from the novel entitled *Nineteen Eighty-Four* and its Indonesian translation, *1984*. The linguistic data that were collected are Newspeak neologisms, in the forms of words and phrases. After collecting the sufficient data, the researcher then gave the data to the validator for validation. Validation itself is required to classify which data are suitable to be further analysed.

The collected translation data were analysed to reveal the translation techniques. They were then put in a set of questionnaires sent to the raters. The raters were then asked to assess the quality of the translation of the Newspeak neologism, by referring to the instruments for assessing translation quality formulated by Nababan, Nuraeni, and Sumardiono (2012). The quality of the translation was studied in terms of accuracy, acceptability, and readability. Then, calculations to determine the average score for each aspect of translation quality were made, providing a more detailed picture of each aspect and the overall quality of the translation.
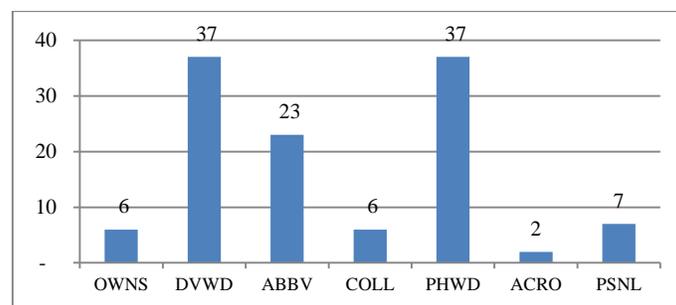
Findings and discussions

Based on the research objectives, there are four findings revealed in this research, namely: the types of neologisms, the translation techniques used in translating the neologisms, the quality of the translations, and the relation among neologism types, translation techniques and the translation quality. The findings are presented as follows.

Types of neologisms

As mentioned earlier, the types of neologisms used in this research are based on the theory proposed by Peter Newmark (1988). Of all ten types of neologisms in the theory, seven types were found in the data gathered from the source text, namely old words with new senses (e.g. *flicks, free*; 5.08%), derived words (e.g. *unperson, doubleplusungood*; 31.36%), abbreviations (e.g. *minitrue, INGSOC;* 19.49%), collocations (e.g. *Big Brother, Inner Party*; 5.08%), phrasal words (e.g. *doublethink, thoughtcriminal*; 31.36%), acronyms (e.g. *yp, bb*; 1.69%), and pseudo-neologisms (e.g. *The Hate*; 5.93%). In addition to the general classification of the data, there are three types belonging to additional classifications, namely derived words, abbreviations, and collocations. The classifications are mainly related to changes in parts of speech and inflections. The following graph illustrates the findings.

Figure 1

Types of neologisms in the data collection

It can be seen that phrasal words and derived words are the most frequently occurring types and have the highest number among all categories, with 37 words and phrases classified under respective classifications. There are also three types of neologism, namely derived words, abbreviations, and phrasal words, which are further classified according to their specific features. Such classifications vary according to their respective types. For instance, neologisms belonging to derived words were further classified into four subtypes in accordance with the presence and/or number of affixes. Neologisms in the form of abbreviations were further classified into
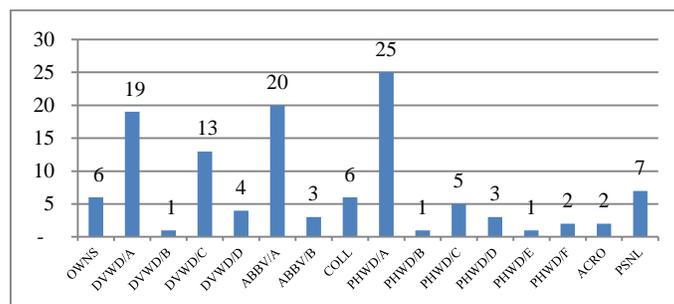
two subtypes in accordance with their word classes, either as a noun-verb ("regular") or as an adjective, while neologisms taking form of phrasal words were further classified into six subtypes based on the presence and/or types of word class-changing suffixes modifying them.

Based on the research, of all three types having further classifications, it is interesting to note that the subtype having the biggest number of data is always the regular or the more common ones. The "A" type for derived words (word with one prefix), abbreviations (regular abbreviations), and phrasal words (regular phrasal words) are starkly higher in number than their respective deviations, as high as 51.35% (19 of 37), 86.96% (20 of 23), and 67.57% (25 of 37), respectively. This fact indicates that the deviations are insignificant in number.

The complete types of neologisms (including subtypes) and their respective number are presented in the following Figure.

Figure 2

Amount of types of neologism, including subtypes

Some types, such as derived words, abbreviations, and phrasal words, exhibit uncommon word constructions. These uncommon formations do not emerge for no reason; it was intended by the author to showcase the Oceanian government's control in every aspect of life, including language. The controlled language presented here is the new, yet gloomy type of English language: an English language losing its flexibility. The deliberate rigidity is intended to simplify the language so that no innovation would appear, lest it be formed by the government. Without

any innovation, citizens' thought will be dim, making them easier to control. This "language" perfectly shows the ambiguous state of Newspeak users in Oceania, it accurately accompanies the author's narrative of Oceania as a heavily-controlled state.
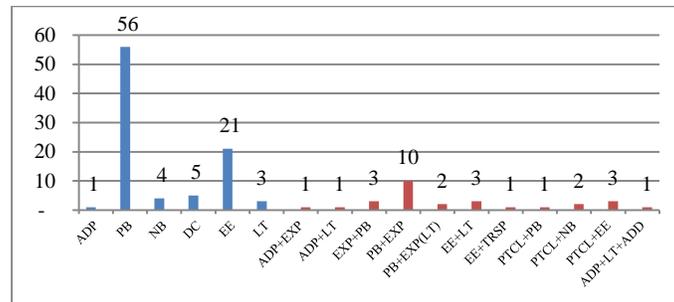
Translation techniques

The data analysis also provide picture of various translation techniques employed by the translator. Based on the data collection, 17 translation techniques were discovered. The translation product itself is unique because of the decisions the translator makes regarding to his work. Although all linguistic data are words, the translator does not always translate these words into the same linguistic rank. Sometimes, the translator translates them into phrases. Therefore, the translation techniques often do not consist of single technique.

The identified techniques are adaptation, borrowing (both pure and naturalised), discursive creation, established equivalent, literal translation, adaptation and amplification by explication, adaptation and literal translation, amplification by explication and pure borrowing, pure borrowing and amplification by explication, pure borrowing and amplification by explication by using literal translation, established equivalent and literal translation, established equivalent and transposition, particularisation and established equivalent, particularisation and pure borrowing, particularisation and naturalised borrowing techniques, and adaptation + literal translation + amplification by addition.
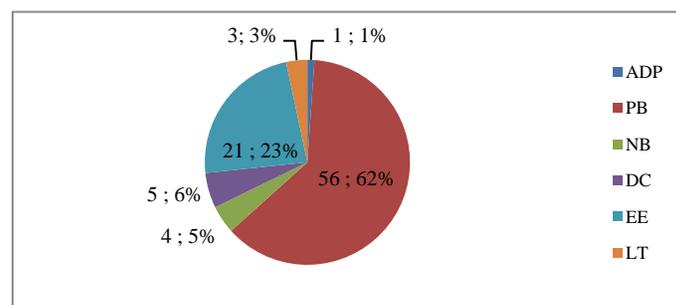
Figure 3

Translation techniques

As mentioned earlier, there are some words translated using one translation technique, included in the category of singular translation technique, which, although fewer (six techniques) in number, they were employed in the translation of the majority of the data (90 data, 76.27%). There are 28 (23.73%) words translated using multiple translation techniques, with 11 variations of the techniques employed.

As the name suggests, the category of single translation techniques are techniques discovered to be used to translate the data with no other technique. There are six different techniques found to be employed by the translator. Translated by using this techniques, the target texts take form of words.

Figure 4

Data translated by using singular translation techniques

It can be seen that the translation technique with the largest number of occurrence is pure borrowing, as 56 data were discovered to be translated by using this technique. It is also the translation technique with the largest number of occurrences in this research.

Pure borrowing is an action of taking a word or expression straight from source language without making any change (Molina & Albir, 2002:509). An example of this is ***the flicks***, which was borrowed without any adjustment. The translator perfectly captures the term's ridiculous construction which forms the bulk of Newspeak neologisms in general, and serves it as plainly as possible to the target readers.

The findings show that pure borrowing is the most-frequently employed translation technique in the studied data. This is consistent with the results of the research conducted by Andriani, as cited by Mulyawati (2012), Moghadam & Sedighi (2012), and Kuzmina & Yusupova (2016) which pointed out that the neologisms found in Harry Potter novels were translated by using transference procedure, a translation procedure found in Newmark's work (1988), which in essence is the similar to pure borrowing. The fact that the same approach is used both in fantasy and dystopian novel is mesmerising considering the different genres of each novel.

The translation technique with the smallest number of occurrence in this subtype is adaptation, with only one datum found to be translated by using this technique. An example of the use of the technique is the case when the translator chooses to translate ***INGSOC***, the name of Oceania's ruling party which is included in regular abbreviation neologism, into ***SOSING***. *INGSOC*'s stands for *English Socialism* is translated and is made into shortened form in Indonesian as *SOSING*. By employing this technique, the translator succeeds to preserve the meaning and style, and it results in high quality translation since the idea of it as a name is perfectly conveyed.

As previously stated, there are also other types of single translation techniques found to be employed by the translator. The word ***telescreen****,* a term referring to a two-way television-like

device which enables the government to spy on its own citizens, is translated by using naturalised borrowing, into **teleskrin**. It is hypothesised that the naturalisation occurs due to the precedents of naturalising names of various electronic devices into Indonesian, such as *televisi* for television.

However, a subpar example of the use of this technique is also found in the form of the effort to naturalise the term **Neo-Bolshevism**. The translator's decision to translate *Neo-Bolshevism* into *Neo-Bolsevisme* is justified, since there are precedents to adjust foreign suffix which is apparent in the word *Bolshevism* into Indonesian. However, the translator takes further steps in ensuring that the translated form is able to be pronounced naturally by changing the spelling into *Bolsevisme*, thus creating *Neo-Bolsevisme*. Such spelling is not usually found in Indonesian media relating to this matter, in which the spelling of *Bolshevik* is usually retained.

It has become a common knowledge that a translator may employ discursive creation technique to attract their target audience. An example of this is contained in the phrase **reality control**, which, at one instance, is translated into **realitaslah yang mengendalikan**. A novel expression from the author, the original has a far different meaning from that of the translation. Here, the translator is presumed to employ discursive creation technique.

There is also a datum translated by using this technique presenting new issues. Like several other Newspeak terms, **artificial insemination** is shortened into **ARTSEM**. The translator translates this term into **imbu**, with the same reasoning as the one behind adapting the term **INGSOC** into **SOSING** (*artificial insemination* → *inseminasi buatan* → *imbu*). However, the translation's different form, i.e. not using capital letters, makes this term prone to be easily mistaken as a word of translator's creation to compensate the lack of equivalent, a principal

reason in which the raters based their opinion about the translation technique to translate the term.

Established equivalent is apparent in the translation of the term ***antefiling*** into ***praarsip****,* with *ante-* replaced with its Indonesian equivalent *pra-*, and the word *filing* was translated into *arsip*, a reduction of *pengarsipan*. In this way, the translator forms a word which accurately delivers the meaning, is suitable with Indonesian grammar or acceptable, and can be understood without any hassle, a typical feature of established equivalent translation.
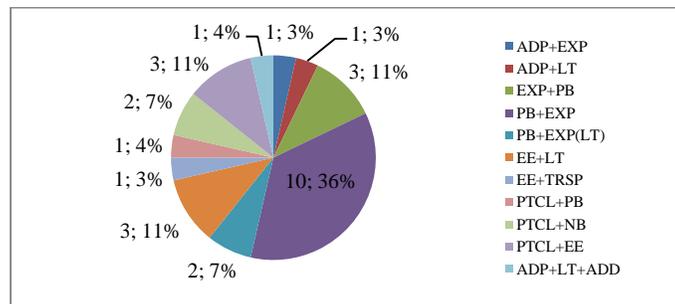
On the other hand, two data translated using this technique exhibit with themselves new issues. A term, ***the flicks***, which in previous occurrence is translated by using adaptation technique, is translated differently into ***layar***. The context (conversation over watching a film), provides the clue into the different translations. By making this decision, the translator is considered appropriate in translating the term. However, the inconsistent approach poses some questions.

In other case, the translator translates the term ***malreported*** into ***melesetlapor***, using established equivalent technique. *Mal-* was translated into *meleset*, and *reported* was translated into *lapor*, a constriction of *dilaporkan*. Although it exhibits some clumsiness, the translation product is correct but can be improved, since Indonesian has a more established counterpart of the prefix. Even so, this does not affect quality of the term's translation.

The literal translation technique is apparent in the translation of ***dayorder*** into ***perintahari***. Here, *dayorder* refers to daily announcements made by Oceania's leader. The translator uses literal translation to translate the term, with *perintah* replacing order and *hari* replacing day. The translated words are then combined, creating *perintahari*.

Figure 5

Data translated by using multiple translation techniques

Multiple translation techniques indicate that there are two or more techniques used in translating source language term. The two or more techniques are employed concurrently, resulting in the translated unit in the form of phrases. The underlying reasons vary in each example, which will be discussed below. The data translated using multiple translation techniques comprises 23.73% (28 words) of the total of the studied data. The multiple translation techniques used are composed of the identified translation techniques, excluding amplification by explication, transposition, amplification by addition, and particularisation.

The most-frequently employed multiple translation technique is pure borrowing and amplification by explication technique (PB+EXP), with 10 data indicating that the two techniques are employed. Translation of *facecrime* into *facecrime, kejahatan wajah* is interesting since the technique used is pure borrowing and amplification by explication. In the translation, the term is retained, and then added with information to make it clearer. The information is added by employing amplification by explication, translating *face* into *wajah*, and *crime* into *kejahatan*. The translator then adds the phrase behind the purely borrowed term, resulting *facecrime, kejahatan wajah.*

Most of the multiple translation techniques consist of two techniques concurrently employed to translate words/phrases. However, there is an instance of three techniques employed

at the same time to translate a word. In the translation, the phrase **Big Brother** is replaced by a phrase, **Bung Besar (bb).** The phrase itself is formed by the translator's decision to adapt *Big Brother* into Indonesian, while retaining its concise form and adding a sort of signifier (bb). It is likely that it is added to the translation to make the target readers easier to find the reference of Big Brother in the directive, since the readers might miss some points in the novel which refer Big Brother to as BB.

There are other multiple translation techniques found employed. The first one is adaptation and amplification by explication technique. An example of the use of the techniques is the translation of ***thoughtcrime*** into ***kejatkiran, kejahatan pikiran***. In the translation, the word *thoughtcrime* is replaced by a phrase, *Kejatkiran, kejahatan pikiran*. The phrase itself is formed by the translator's decision to adapt *thoughtcrime* into Indonesian, while retaining its concise form, and to give explanation about what the word means. The two main components of this term (*thought* and *crime*) are translated into Indonesian – *kejahatan* for *crime* and *pikiran* for *thought*, abbreviated into one word, *kejatkiran*, taken from ***keja**ha**tan* pi**kiran***, and the translation is added with the complete form.

Adaptation and literal translation are the next techniques found as a result of data analysis. An example of the use of the techniques is the translation of **Big Brother** into **Bung Besar**. *Big Brother* is the title of Oceanian leader, equivalent to *Führer* in Nazi Germany, and has lately entered mainstream use as a title of a television show involving security cameras. In the translation, the phrase *Big Brother* is replaced by a phrase, *Bung Besar*, with *big* translated into *besar* and *brother* translated into *bung*, an Indonesian honorific for male which in the past is famously used for Indonesian Revolution leaders. Since in this fashion the term signifies respect

of the nation to these individuals, the translator choses to use the term to replace the term *Brother.*

The translation of **speak-write** into **alat tulis-ucap, speak-write** uses amplification and pure borrowing. A *speak-write* is a sort of speech-to-text device which converts speech into texts. In the translation, translator adds the word *alat* to signify that a *speak-write* is a device and borrows the term directly into the target language, resulting the final translation a *alat tulis-ucap, speak-write.*

A remarkable example of the use of pure borrowing and amplification by literal translation is the translation of **crimethink** into **crimethink, "pikir-jahat"**. The term is retained, while its two main components, *crime* and *think* are translated into *jahat* and *pikir,* its literal Indonesian translation, which are further added into the final translation, thus creating *crimethink, "pikir-jahat"*. The notion of *pikir-jahat* itself is foreign to the Indonesian language, since it is a literal, word-for-word translation of the term *crimethink*. Therefore, the notion fails to gain high level of readability.

An example of the use of established equivalent and literal translation can be found in the translation of **miniplenty** into **kementumpahruah**. Here, *miniplenty* consists of two main elements: *mini,* short for *ministry*, and *plenty*. The term *mini* is translated into *kemen*, an abbreviation of *kementerian*. The word *plenty* is translated into *tumpah ruah*, its literal translation. To achieve the desired effect of Indonesian Newspeak, the translator then concatenates the translation two main elements into one word, *kementumpahruah*.

Established equivalent and transposition translation are used in translating the term **Death-Worship**. The term's two main parts are translated differently. The first part, *death*, a noun, is replaced with *mati,* an Indonesian verb. A change in the word class is evident, and this

translation technique is identified as transposition. The second part, *worship*, is translated into *pemujaan*, its natural counterpart. As a result, the taget language term is **Pemujaan-Mati**.

It is possible that the translator decided to use transposition in the translation because of misjudgement. The translator might perceive the word as a Newspeak word, since the context indicates that it is an established translation from a Chinese name. (Orwell, 1948:248). Therefore, given the basic assumption that the word is a Newspeak translation from Chinese, it is not impossible to say that the translator chooses to use transposition to ranslate the word to convey its strangeness. These assumptions might not be established before translation process is thoroughly examined, a point which would require additional research on different fields. As for the quality itself, the translation is decided to have average quality: moderate level of accuracy, acceptability, and readability. The decision was based on the evidence that the transposition technique the translator employs hinders the potential to correctly convey the message, to conform in a whole to the target language's grammar and target readers' culture, and to make the translation comprehensible.

The term *Newspeak* is also translated by using particularisation and pure borrowing. It is purely borrowed and, being the first instance of occurrence, signified more by adding the word *Bahasa,* meaning *language* in English, so that the readers can understand that it is a language name. As a result, the translation is **Bahasa Newspeak**. This approach makes the notion of *Newspeak* as an official name for a language clearer. The term, when added with the particularisation, makes *Newspeak*, a term foreign to most of Indonesians, an acceptable and understandable one since it is perceived as a language name by the target readers. Hence, the quality is viewed as high in all aspects.

Translation of th term **the polITS** is worthy of note, because of the use of naturalised borrowing and particularisation. The term itself only appears once in the novel and is used to refer to political prisoners. The translator borrows the term, adjusts it to Indonesian pronunciation by changing it into *polit*, then makes it more specific by adding signifier *orang*, indicating that the term is a name of a group of people. The use of the techniques results in ***orang polit***. While pure borrowing when coupled with particularisation usually produces a high quality translation, in the datum, which uses naturalised borrowing and particularisation, the translation quality is the same as the ones translated using onlyy naturalised borrowing, since it does not bring the same notion of *the polITS* being "a group of 'it's" (subhumans) for their traitorous deeds, but rather simply annihilates the idea, rendering the translation products perceived only as a government's designation on them.

The use of particularisation and established equivalent techniques is apparent in the translation of a term ***The Hate*** into ***Acara Benci***. *The Hate* refers to Two Minutes Hate, a daily routine of indoctrination via watching propaganda videos. Here, *the Hate* is replaced by its natural equivalents, *benci,* which is then made explicit by adding the word *acara* to indicate that it is an event's name. The translation resulting from the use of the techniques is *Acara Benci*.

Translation quality

Based on the findings, the quality of the translation is elaborated as follows. In terms of translation accuracy, it is found that there are 106 data (89.83%) which are accurate, 4 data (3.39%) which are less accurate and 8 data (6.78%) which are inaccurate. After further calculation, the average accuracy score is 2.83, indicating high level of accuracy.
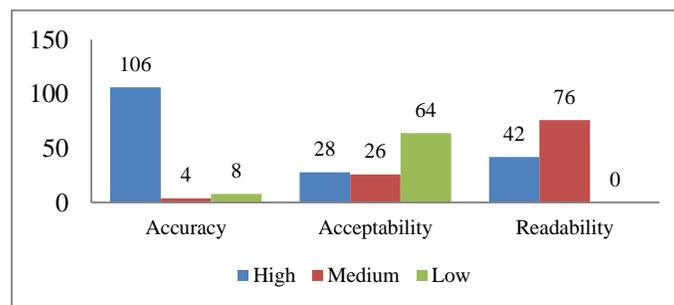
Regarding acceptability, it is revealed that there are 28 data (23.73%) which are acceptable, 26 data (22.03%) which are less acceptable and 64 data (54.24%) which are not

acceptable. After further calculations, the average acceptability score is 1.69, suggesting relatively low level of acceptability.

In relation to translation readability, it is found that there are 42 data (35.59%) having high level of readability and 76 data (64.41%) having moderate level. After further calculations, the average readability scale is 2.36, rendering the translation data as having average degree of readability.

Figure 8

Translation quality

Discussion

Some issues are spotted within the translation result which has been elaborated earlier. Translator's misjudgement of a term's meaning is considered the most fatal of these issues, since the translator should act as a bridge of understanding between the author and the readers, in their respective languages. This issue is greatly related to the translator's background understanding of the text he is translating. Among other matters related to it are the translator's cultural background, educational background, and the translator's comprehension of the text itself.

Some researchers have pointed out the dangers of translator's incompetence in understanding culture. Tiwiyanti and Retnomurti (2016) investigated loss and gain in translation of culture-specific terms in an Indonesian novel, in which they presented loss of meaning as a direct consequence of translator's inability to understand and/or convey meaning in new words.

They stated that "loss can also be related to the failure of the translator to convey an element of meaning", and reminded that "if the translator is not competent in the target language, some words and phrases might be deleted and unfortunately loss occurs" (2016:2). Ukpong (2017) also echoes the last sentiment, showing the fact that "a translator or interpreter cannot divulge him/herself from the nitty-gritty of mastery in language" if s/he wants to translate effectively (2017:81). This, she further elaborated, also includes the socio-cultural context of the language users influencing the language.

While mastery of language is important, it can be assumed that in translating a novel rich with author-made culture like this, the misjudgement cannot entirely be attributed to the translator because of his/her limited understanding of the world created by the author. The best way to avoid this issue is by conducting deeper research into the world created by the author, reading reviews of the novel, and finding supporting media to help understand the setting and provide more insight to the novel's cultural setting. By understanding the culture more, it is expected that the translator may be able to avoid misjudgements and produce translations with higher quality.

Translation inconsistencies are also found. Some of the inconsistencies, as shown in translation of the flicks, are great in number, while some, like the translations of Big Brother, are minuscule and give no effects on the reading experience. These inconsistencies are caused by different reasons. It is hypothesed that some inconsistencies have educational value, since they help to introduce and/or explain a novel concept commonly found in this type of novel to the readers, thus being truthful to ST. However, some of them are simply because of translator's misjudgement of the terms' meaning. This supports the research by Fumami (2012) studying

transliteration inconsistencies of Iranian university names, in which he found the unfamiliarity to orthographic of Persian names as one of the reasons (2012:381).

In the same work, he also wrote about the dangers in inconsistencies, which in his case is the downgraded global rank of Iranian universities (2012:381). While translation of a novel may not pose risks of the same weight, this matter should be avoided since it is one of more common problems a translator has in their work. A vigilant eye in spotting these inconsistencies, no matter how minuscule, is needed, since inconsistency in translating one term may give readers difficulty in the comprehension and appreciation of the work.

In spite of the vices mentioned above, the product also showcases the translator's creativity with the instances of Newspeak adaptations into Indonesian. Almost half (42.37%) of the total data are a kind of adapted form of Newspeak in Indonesian. Features of Newspeak are present in these words, but the Indonesian base of language, in contrast with English base of the original Newspeak, adds interesting elements of alternate reality where the readers can imagine themselves in the world of Nineteen Eighty-Four, or maybe aids them to familiarise themselves by comparing it with settings from the past, that is the New Order era. Supporting elements such as explications and additions are present in some translated words as previously mentioned, but the others do not have this.

In most cases, this strategy can be proven as effective since it raises acceptability and readability of the translation compared to the general approach. Still, some cases such as the use of discursive creation hampers its maximised benefit. While the strategy can be considered as imaginative and supporting reading experience, it can generate confusion among readers who take general interest in the book. However, based on the research findings, the benefits clearly outweigh the losses.

Conclusion

The points of analysis regarding Newspeak neologisms, techniques to translate them, and their effects on quality stated and elaborated above presently stimulate the thinking facility to discern whether the level of translation quality is moderate. The final product shows that even though there are many shortcomings, notably in decision to mostly employ pure borrowing in translating the terms which hamper the high level of acceptability, the translation product also presents an imaginative, creative, and astounding way of translating neologisms, notably the rather minimal, but fairly interesting use of Indonesian Newspeak adaptation strategy which significantly raises acceptability and readability. It is considered that while of some data the translator seems to miscalculate his judgments, the translator generally succeeds in facilitating the entrance of target readers' into the mysterious, totalitarian, dystopian world of Oceania through his effort of translating Newspeak, Oceania's official language, by getting the message delivered with high accuracy, high readability, but moderate-to-low level of acceptability.

As this study belongs to a fast-developing field, new studies need to be conducted in order to investigate further neologism translations in various fields. This need reflects not only to the fast-paced change of human behaviour towards language, but also to human social behaviour in general.

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