

The translation itself is a process of transferring meaning from one language (a source language/SL) into another language (a target language/TL), then following by transferring the style of the language (Nida & Taber, 1982). In translation, the translator needs to understand both languages and cultures.

In this topic, some cultural specificities and differences in linguistics realization of phatic expressions lead to intercultural communications and translation problems. Thus, in this research, the researcher found out the translation technique and quality analysis of phatic expressions in the Indonesian series entitled "*Cek Toko Sebelah: Babak Baru*."

Before the writer, there were some previous studies related to this topic. The first study is a study entitled "*Indonesian-Arabic Translation of Phatic Expression in Webtoon. 'Flawless'*" by Sarah Aufa Washila and Wiwin Triwinarti (2019). In this article, the study focused on analyzing Indonesian phatic expression in particle forms from Indonesian to Arabic, with the source of data is an Indonesian webtoon entitled "Flawless", episodes 1-10. The research aims to analyze phatic expression's equivalence and examine the translation shift from Indonesian to Arabic. The researcher used Kridalaksana's (1994) theory to analyze the Indonesian phatic expression in particle forms. The result of the study is that the phatic expressions in the webtoon are not entirely translated.

Another study related to this topic is "*Translation of Indonesian Phatic Words into Japanese on The Webtoon My Pre-Wedding*" by Septia Eka Juniati, Hermandra, and Hana Nimashita (2019). The researchers also used the phatic theory by Kridalaksana (1986) and the translation technique by Newmark (1988). The result of this study is also similar to the previously mentioned study. Not all Indonesian phatic expressions are translated into phatic expressions in Japanese. It is because, in Japanese, there is no classification of phatic expressions based on their forms.

Many gaps can be filled in this research from the two previous related studies. In this research, the researcher analyzed Indonesian phatic expressions from Indonesian into English. The data source was the subtitle of an Indonesian series entitled "*Cek Toko Sebelah: Babak Baru*" and its translation. Unlike the previous studies that only analyzed Indonesian phatic expressions in particle and word forms, the researcher did not limit the form of Indonesian phatic expressions in this research. Another difference is that in this research, two aspects of the translation were analyzed; the first was the translation technique by using the theory from Molina & Albir (2002); the second one was the translation quality in terms of accuracy and acceptability by using the translation quality assessment by Nababan et al. (2012). The similarity was, in this study, the researcher also used Kridalaksana's theory (2007) in classifying the forms of the phatic expression.

The researcher's goals in this study are to identify and classify the phatic expressions found in *Cek Toko Sebelah: Babak Baru*; identify translation techniques used to translate the phatic expressions; examine the shift in forms of phatic expressions; and assess the translation quality in terms of accuracy and acceptability, also identify the impact of the translation techniques used to the quality.

## Theory and Method

Catford (1965), in his book entitled *A Linguistic Theory of Translation*, said that translation is a replacement process from a text in one language to another text in another language. He also defined *translation* as the substitution process from textual material in the source text into textual material in the target text.

In contrast to Catford's statement, Brislin (1976) defined *translation* as the general process of transferring thought and ideas from a source text to another target text, not limited by written or oral form can in both forms. Another expert, Bell (1991), stated that translation also preserves semantic and stylistic equivalences in expressing one language into another.

When translating from one language into another, equivalence is one of the most important aspects that must be considered. Translation experts such as Mona Baker (1992) and Peter Newmark (1988) also suggested that the notion of equivalence is challenging in the translation field. In short, translation is transferring messages from one language to another language.

One of the cultural differences is politeness and context. It is related to the pragmatics aspect, "pragmatics as the use of language in human communication, which means it is essential for interlocutors to be familiar with the conditions," according to Mey (1993:42). Besides that, other scholars have other opinions that translation is a process of reproducing the closest meanings in the target language from the source language, firstly in terms of meaning and then in style (Nida & Taber, 1974). Those scholars' statements indicate that transferring meaning is more important than transferring style. However, in this research, the researcher simultaneously researched the translation of meaning and style.

In the translation technique, there are some differences among translation experts. The differences are not only from the terminology but also the concept. Those reasons made Molina and Albir, 2002 publish a paper that aimed to present and clarify the definition and classification of translation techniques used in English - Arabic translations of *A Hundred Years of Solitude*.

In their paper, Molina and Albir defined the translation technique as transferring the message from the source text to the target text. They considered the language unit from micro-units such as words, phrases, clauses, or in sentences. They also defined *translation techniques* as procedures to analyze and classify how to find the equivalence terms in both languages.

Based on Molina and Albir's classification, there are 18 translation techniques: adaptation, amplification, borrowing, calque, literal translation, transposition, established equivalence, generalization, particularization, reduction, variation, modulation, compensation, description, and discursive creation.

Translation quality has always been a debated subject by many scholars. According to Nababan et al. (2012), there are three aspects of translation quality analysis that need to be considered by the translator in translating a text; (1) Accuracy, (2) Acceptability, and (3) Readability. The accuracy aspect is the most important because it is the parameter of whether the message from the target text is successfully delivered. Then acceptability is the aspect that indicates the naturalness of the translation. An acceptable translation. The last one is the readability aspect, indicating how easily a translation can be read and understood.

According to Kridalaksana's (2007) theory, Indonesians phatic expressions are divided based on the class words, they are; (1) Particles: *ah; deh; dong; ding; kan; kek; kok; -lah; lho; nah; pun; sih; toh; ya; and yah*. (2) Words: *mari; ayo; selamat; and halo*. (3) Phrases: *selamat pagi, selamat siang, selamat datang, selamat tidur, etc); terima kasih; turut berduka cita; assalamu'alaikum; wa'alaikumsalam; inysa Allah; dengan hormat; and hormat saya*.

This study belongs to descriptive qualitative research, and its design was a single case study. This research orientation was product-oriented since the researcher only analyzed the translation product, not the translation process. According to Nazir (2005), the descriptive method studies the status of human groups, objects, states, thoughts, or an event in the present. This type of research aims to make a systematic, factual, and accurate description of the facts, properties, and relationships among the phenomena being investigated (Nazir, 2005). This research also used an inductive approach to qualitative research, and its purpose was to explain the relationship between the theories and the problems in this research.

This research has two data sources: the Indonesian series' dialogue entitled "*Cek Toko Sebelah: Babak Baru*." The series is still airing on the media streaming platform Netflix. The following data source were informants. The informants in this research also rated the

translation of Indonesian phatic expressions into English. The informants, also called raters, were selected based on the criteria. There were three raters in this research. The criteria were that the raters understand the source and target language, the phatic expressions in Indonesian and English, and the raters understand the translation technique and qualitative translation analysis (TQA).

In this research, the researcher applied two data collection methods; document analysis and focus group discussion (FGD). The first method was document analysis. The second method was Focus Group Discussion (FGD).

In Focus Group Discussion (FGD), the scales and indicators to measure the translation quality were adapted from the Translation Quality Assessment by Nababan et al. (2012). Below are the measurements and the indicators to assess the translation quality in terms of accuracy and acceptability.

*Table 1. Translation accuracy assessment instrument*

<b>Kategori Terjemahan</b>	<b>Skor</b>	<b>Parameter Kualitatif</b>
<i>Akurat</i>	3	<i>Makna kata, istilah teknis, frasa, klausa, kalimat atau teks bahasa sumber dialihkan secara akurat ke dalam bahasa sasaran; sama sekali tidak terjadi distorsi makna.</i>
<i>Kurang akurat</i>	2	<i>Sebagian besar makna kata, istilah teknis, frasa, klausa, kalimat atau teks bahasa sumber sudah dialihkan secara akurat ke dalam bahasa sasaran. Namun, masih terdapat distorsi makna atau terjemahan makna ganda (taksa) atau ada makna yang dihilangkan, yang mengganggu keutuhan pesan.</i>
<i>Tidak akurat</i>	1	<i>Makna kata, istilah teknis, frasa, klausa, kalimat atau teks bahasa sumber dialihkan secara tidak akurat ke dalam bahasa sasaran atau dihilangkan (deleted).</i>

*Table 2. Translation acceptability assessment instrument*

<b>Kategori Terjemahan</b>	<b>Skor</b>	<b>Parameter Kualitatif</b>
<i>Berterima</i>	3	<i>Terjemahan terasa alamiah; istilah teknis yang digunakan lazim digunakan dan akrab bagi pembaca; frasa, klausa dan kalimat yang digunakan sudah sesuai dengan kaidah-kaidah bahasa Indonesia.</i>
<i>Kurang Berterima</i>	3	<i>Pada umumnya terjemahan sudah terasa alamiah; namun ada sedikit masalah pada penggunaan istilah teknis atau terjadi sedikit kesalahan gramatikal.</i>
<i>Tidak Berterima</i>	1	<i>Terjemahan tidak alamiah atau terasa seperti karya terjemahan; istilah teknis yang digunakan tidak lazim digunakan dan tidak akrab bagi pembaca; frasa, klausa dan kalimat yang digunakan tidak sesuai dengan kaidah-kaidah Bahasa Indonesia.</i>

In this research, the researcher analyzed the collected data using Spradley's four stages of the data analysis model (1980). The first one is domain analysis, and the researcher sorted

the textual elements identified in the series *Cek Toko Sebelah: Babak Baru* that had phatic expressions. In this stage, the data and non-data were separated. Then the second stage is taxonomic analysis. In this stage, data in phatic expressions were sorted according to the types of phatic expressions form.

Furthermore, the taxonomic analysis stage also categorized the translation techniques and results of the Translation Quality Assessment (TQA). The next stage is componential analysis. In this stage, the researcher investigated the correlation between the techniques used to translate the phatic expressions and the accuracy and acceptability of the translations. The last stage is the cultural theme analysis. In this stage, the researcher tried to find the pattern of phatic expression studies by analyzing the similarity and differences between this study and previous research.

## Finding and Discussion

### Phatic Expressions Forms

Based on Kridalaksana (2007), three forms of phatic expressions in Indonesian are divided into three classes: particle, word, and phrase. In this research, the researcher found all of the forms of phatic expressions. Here are the tables of phatic expressions found in *Cek Toko Sebelah: Babak Baru*

Table 3. Phatic Expressions Forms

No	Form of phatic expressions	Number	Percentage
1	Particle	177	84.3%
2	Word	15	7.1%
3	Phrase	18	8.6%
TOTAL		210	100%

The table above shows that the dominant form is in particle (P) form, with 177 data (84.3%). The second dominant is in the phrase form with 18 data (8.6%). Furthermore, the last dominant form is word form with 15 data (7.1%).

### Particle Forms

Particle form is the smallest form of phatic expressions. This form is usually embodied with other words. The number of phatic expressions in particle form is presented in the table below:

Table 4. Phatic Expressions in Particle Forms

No	Form of phatic expressions	Number
1.	Particle:	<b>177</b>
	a. <i>Ya</i>	38
	b. <i>Sih</i>	27
	c. <i>Kan</i>	22
	d. <i>Nih</i>	17
	e. <i>Kok</i>	12
	f. <i>Dong</i>	11
	g. <i>eh/heh</i>	11
	h. <i>tuh</i>	11
	i. <i>loh</i>	10
	j. <i>lah</i>	9
	k. <i>deh</i>	4

	<i>l. nah</i>	2
	<i>m. mah</i>	2
	<i>n. yah</i>	1

There are 14 particle types found in this research. Most of this form of particles are translated with the deletion technique. Some also translated with established equivalence, modulation, and paraphrase techniques. Below is an example of phatic expressions in particle form.

Example:

**ST:** *Terus abis ini ke mana lagi, nih?*

Particle *nih* is categorized as a phatic expression according to Kridalaksana's phatic expression theory and classified as a particle since it needs another word to define the meaning of the sentence.

### Word Forms

Word form is the middle form of phatic expressions. This form can stand in alone. The number of phatic expressions in particle form is presented in the table below:

Table 5. Phatic Expressions in Word Forms

Form of Phatic Expression	Total
<b>Word</b>	<b>15</b>
<i>a. Ayo</i>	7
<i>b. Halo</i>	2
<i>c. Silakan</i>	2
<i>d. Maaf</i>	2
<i>e. Malam</i>	1
<i>f. Permisi/misi</i>	1

Example:

**ST:** *Senyumnya mana? Ya, diangkat. Ayo.*

*Ayo* is categorized as a phatic expression according to Kridalaksana's phatic expressions theory and classified as a word since it can stand alone.

### Phrase Forms

Phrase form is the latest form of phatic expressions. Similar to word form, this form can stand in alone. The number of phatic expressions in phrase form is presented in the table below:

Table 6. Phatic Expressions in Phrase Forms

Form of Phatic Expression	Total
<b>Phrase</b>	<b>18</b>
<i>Terima kasih</i>	5
<i>Ya udah</i>	4
<i>Selamat mancing</i>	3
<i>Hati-hati</i>	2
<i>Alhamdulillah</i>	1
<i>Selamat menikmati</i>	1

<i>Selamat malam</i>	1
<i>Selamat datang</i>	1

**ST:** *Terima kasih, Koh Afuk.*

*Terima kasih* is categorized as a phatic expression according to Kridalaksana's phatic expressions theory and classified as a phrase since it consists of two words.

### Translation Techniques

The FGD results show that only four translation techniques are found in translating phatic expressions from Indonesian into English in the subtitle of this series. Below is the result table.

Table 7. Translation Techniques of Phatic Expressions

No	Translation Techniques	Number	Percentage
1	Deletion	131	62.4%
2	Established Equivalent	60	28.6%
3	Modulation	12	5.7%
4	Paraphrase	7	3.3%
TOTAL		210	100%

### Deletion

*Deletion* is a technique that removes the whole information in translating the information from the source text into the target language. This technique does not deliver any meaning since it does not translate a form or an expression in the source text into the target text.

Example:

**ST:** *Kayaknya gak cocok, deh, kerja di air.*

**TT:** You're not compatible with water

The particle *deh* is to make the utterance more polite. In this sentence, the speaker is Erwin, Ko Afuk's son. He said that his father probably did not compatible with working in a water environment. In Asia, age does matter. Moreover, he spoke toward his father. While there is no similar form to add in English in the sentence, the translator deleted the particle *deh*.

### Established Equivalence

This technique is used when the translator translates the source language into the target language in a term or expression with similar meanings in both languages or the usual terms or expressions.

Example:

**ST:** *Jadi, Win, sibuk lagi, ya?*

**TT:** So, Win, you're busy again, huh?

In this sentence, Ko Afuk was on the phone with his eldest son, Erwin. He wanted to ask his son in a refined way, which is why he added the particle *ya*. Since there is a similar form to this particle in English, the translator decided to translate the particle *ya* from Indonesian into the particle *huh* in English. The two particles have similar terms and expressions. Thus, the translator used an established equivalent technique in translating this particle.

### Modulation

*Modulation* is a translation technique that can change the point of view or perspective in the source language into the target language without changing the meaning. Translators use this technique when the structure of the source text is less acceptable in the target language due to the different language systems.

Example:

**ST:** Nama, *tuh*, doa

**TT:** A name *is* a prayer.

In this sentence, the particle *tuh* is indicated to be in a sentence. Since there is not an exact particle in English, the translator decided to modify it into a to-be. Thus, it indicated that the translator used a modulation technique in this particle.

### Paraphrase

Newmark (1998) proposed five classifications of translation techniques. Among those five techniques, there is the paraphrase technique. This technique is how the translator transfers the meaning differently (Newmark, 1998). Meanwhile, in Molina and Albir's (2002) theory, this technique can be classified as an amplification.

Example:

**ST:** *Selamat menikmati*.

**TT:** *I hope you enjoy it*.

In this example, *selamat menikmati* means to please guests to enjoy the experiences, foods, or things. In English, people will usually say, "enjoy!". However, since the speaker, in this case, is Kang Tatang, the fishing pond owner, toward his customers. He wanted to become polite. Thus, the translator elaborated it and paraphrased it to the more extended translation, that is, *I hope you enjoy it*.

### Forms Shifting

This study found many shifts in forms of phatic expressions in Cek Toko Sebelah: Babak Baru subtitles. Below are the results of the number of form shifts in the translation.

Table 8. Forms Shifting of Phatic Expressions

No	Form shifting	Number	Percentage
1	P → - (Deletion)	131	79%
2	P → W	24	14%
3	Ph → W	4	2%
4	W → Ph	3	2%
5	P → Ph	2	1%
6	Ph → S	1	1%
7	P → To be	1	1%
<b>Total</b>		166	100%

### Description:

P: Particle

W: Word

Ph: Phrase

S: Sentence

### Translation Quality

This study only assessed the accuracy and the acceptability of the Indonesian phatic expression translation. The assessment was conducted in an FGD with the help

of raters and used a questionnaire adapted from the TQA instrument by Nababan et al. (2012). Below is the detail on the assessment result.

Table 9. Translation Quality Assessment of Phatic Expressions

<b>Accuracy</b>	Accurate	<b>67</b>	<b>Average Score: 1.7</b>
	Less Accurate	<b>11</b>	
	Inaccurate	<b>132</b>	
<b>Acceptability</b>	Acceptable	<b>78</b>	<b>Average Score: 1.7</b>
	Less Acceptable	<b>0</b>	
	Unacceptable	<b>132</b>	
<b>Overall Quality (Accuracy and acceptability)</b>			<b>1.7</b>

Two raters performed the assessment, and the researcher concluded that the average accuracy score is 1.7 and the average acceptability score is 1.7. Thus, the average translation quality in terms of accuracy and acceptability of Indonesian phatic expressions in this series subtitle is 1.7.

### Discussion

This subchapter further discusses the research findings in previous subchapters. The discussion covers the forms of the phatic expression found in *Cek Toko Saebelah: Babak Baru*, the translation techniques utilized by the translator to translate the phatic expressions, the form shifting, and the impact of the translation techniques on translation accuracy and acceptability.

The researcher found 210 phatic expressions data from *Cek Toko Sebelah: Babak Baru* series. The form of phatic expressions is based on classification by Kridalaksana (2007), that classified phatic expressions based on the class words, particles, words, and phrases. The researcher found all of the forms from 210 data; they are particles (177 data), words (15 data), and phrases (18 data).

The researcher used the translation techniques proposed by Molina & Albir (2002) in identifying the translation technique. The result shows that the most frequently used translation techniques are deletion, which negatively affects the accuracy and acceptability, resulting in the terms translated by its technique having low accuracy and acceptability scores. On the other hand, the second, third, and least one established equivalence, modulation, and paraphrase techniques, positively affect accuracy and acceptability.

### Conclusion

The phatic expressions found in *Cek Toko Sebelah: Babak Baru* can be divided into three forms: particles, words, and phrases. Most phatic expressions are in particle forms. Additionally, the researcher identified four translation techniques used to translate the phatic expressions. They are deletion, established equivalence, modulation, and paraphrase.

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