

## Translation Technique of “Red Herring” as a Conversation Topic Change in Big Little Lies Novel by Liane Moriarty

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### ABSTRACT

Through this paper, the authors expose “Red Herring” as a kind of logical fallacy used to change conversation topic caused by sensitive topics that attack someone’s face. The authors choose qualitative research design since format data is presented by words. Thus, the utterances in Big Little Lies novel by Liane Moriarty are selected as data. To collect the data, the authors applied a documentary study which covers document analysis and Focus Group Discussion (FGD). FGD is done by raters who have capability of translation studies and linguistics whose role is to recognize translation technique and assess translation qualities as well. There are 10 translation techniques that are used for “Red Herring.” Moreover, after the calculation, the results for translation qualities are as follows 2.96 (accuracy), 2.88 (acceptability), and 2.92 (readability). The translation technique that affects Red Herring’s quality score of accuracy is literal. Meanwhile, borrowing translation technique affects the acceptability and readability score. Although there are translation aspects whose scores are reduced due to translation techniques, its quality is still relatively good. It is because of the majority of translation techniques which are used do not have this impact.

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### 1. Introduction

Communication is a process of conveying ideas that cannot be avoided in everyday life. According to Bell (1976, p.75), there are three aspects that build speech event, namely speaker, hearer, and conversation topic. In other words, there are three elements in communication and conversation topic is an essential thing in which speaker and hearer can interact each other.

It is natural that every person has a different response to an entity. Therefore, it causes an upheaval when the topic being discussed has different tensions for both parties. Hence, the communication process between one person and others has its own complexity. To cope this problem, changing conversation topic can be applied since conversation that have already occurred with inappropriate responses are not easy to just end. Thereupon, changing conversation topics is a kind of communication tricks in which both speakers and hearers can do.

One of the elements that builds a story is dialogue. Thus, the pragmatic approach will be used in this paper since it is suitable to analyze utterance. The dialogues in Big Little Lies novel by Liane Moriarty are identified to know which ones contain a change in conversation topics carried out by the characters in their interactions. Furthermore, there are two types in changing conversation topic namely Red Herring and Not Red herring. In addition, the use of each type is influenced by the underlying factors.

Red Herring is a logical fallacy terminology coined by Cobbett in 1807 that was inspired by police who use red herring (assumed to be rotten fish) as a distraction when training bloodhounds. So, it can be analogized that red herring or the smelly dead fish is a diversion, but its function ruins the conversation that has been built. According to Ama La Vida (2018) in online media Kompas, changing conversation topics is to avoid inappropriate conversation. Meanwhile, Milek *et. al.* (2018) states that its function is to avoid a conflict. In sum, Red Herring is used to evade sensitive topics in conversation. On the other hand, sensitive topics will attack someone's face as the theory put forward by Brown and Levinson (1987, p.61) called as Face Threatening Act (FTA). Therefore, when someone does Red Herring, then the action is called as Face Saving Act (FSA).

Meanwhile, Not Red Herring type is used naturally as a sign that the conversation has naturally changed the topics. This is closely related to turn-taking so that communication can be maintained. According to Levinson (1983, p.296), turn-taking is only one participant who can speak at one time than another. However, both Red Herring and this type are also related to turn stealing so that the speakers or hearers alike have the opportunity to build a new conversation.

What is the crucial thing that differentiate between Red Herring and Non Red Herring? The point that must be underlined in Red Herring is the emotional thing that plays the role. Hence, in determining these types, the authors must pay attention to the context of the story. Besides, one major characteristic found in both of them is violation of maxim. Maxim of will most often be found, but other types of maxims are also potential. This phenomenon occurs now that everyone has each pattern to change conversation topic.

All in all, everyone who does not want to get involved further in conversation is caused by internal and external stimuli. Internal stimulus refers to Red Herring, while external stimulus refers to Non Red Herring.

After analyzing utterances using pragmatic approach, this paper will focus on 18 translation techniques proposed by Molina and Albir (2002). Besides, the authors used Translation Quality Assessment (TQA) put forward by Nababan, Nuraeni, and Sumardiono (2012). Accuracy, acceptability, and readability are three aspects to assess whether a translation product giving the same effect or not for both readers. Meanwhile, regarding score, each aspect is represented by numeric symbol that is 1-3. In certain cases, readability aspect may not be used as an assessment. However, in this paper, the authors use all the aspects since utterance can be viewed as text that contains a message. By assessing readability aspect, it will be known whether the understanding of readers is same.

There are some previous studies related to change conversation topic which is analyzed by few approaches. Mustofa (2010) uses discourse analysis in his research. Meanwhile, pragmatics is used by Astuti (2011), Yuniarsih (2011), Yukti (2018), and Habiburrahman & Arahman (2018). Sociolinguistics is interesting for Dahar (2015) and Sagala & Rezeki (2019) to examine this topic. Furthermore, Gue (2015) interested in Psycholinguistics for her approach. Pratiwi (2015) even uses various approaches to obtain holistic result for her research. Finally, Nurhadi (2017) chooses essay as his research object and focuses on types of conjunction to change writing topic.

From some of previous studies that have been described, the following conclusions were drawn: 1) the change in conversation topic as a sub-finding 2) the type of conversation topic change refers to Non Red Herring 3) has not analyzed translation aspects. Thus, these three conclusions can indicate authors' research gap. In addition, in this paper, the authors can describe the patterns of human behaviors in changing conversation topics if viewed from the translation aspect.

## 2. Literature Review

### Translation

Translation refers to process which transforms author's purpose in source language (SL) to target language (TL) equivalently (Hatim and Munday, 2004; Catford, 1995; Newmark, 1988). By and large, there are two factors to consider in this activity that are linguistic and nonlinguistic. Linguistic factors include meaning and language style, while a non-linguistic factor is author's purpose and it ends to translation quality as a parameter whether it is equivalent or not or giving the same effect for reader in target language (TL). In this case, both readers must be entertained without any change in the essence of story, one of which is through characterization that is shown in dialogue.

### Translation Technique

Translation techniques are not bound, so each expert has their own perspective. As an assessment instrument, this diversity will hinder analysis process. Therefore, the authors need to choose a translation technique in order to create a parity in processing data, so as to obtain absolute result. Thus, the authors choose translation techniques proposed by Molina and Albir

(2002, p.509), because it has undergone renewal from before. This will make it easier for authors to carry out a more detailed analysis. Here are 18 translation techniques:

**Adaptation.** The way this translation technique works is to replace cultural elements that are unique to source language (SL) using appropriate equivalent in target language (TL), so that they have the same message. Example: Lockdown → *Karantina wilayah*.

**Amplification.** This translation technique is in the form of additional information that does not exist in source language (SL) without changing the message contained therein. In other words, a translator clarifies implicit message in source language (SL). Example: Doraemon → *Kartun Jepang Doraemon*.

**Borrowing.** As the name implies, this translation technique uses terms from the source language (SL) to convey messages to the target language (TL). Furthermore, borrowing techniques are divided into two, namely pure borrowing and natural borrowing. Example: Ventilator → Ventilator, Decade → *Dekade*.

**Calque.** This translation technique is carried out literally by maintaining lexical and structural form of source language (SL). In addition to the word level, this translation technique allows phrases to occur. Example: Detergent powder → *Deterjen bubuk*.

**Compensation.** The stylistics of each language are different to one another. This problem can be overcome using this translation technique, because the translation result will be more appropriate. In other words, the explanation of information element in source language (SL) will change. Example: Made my day → *Membuatku bahagia hari ini*.

**Description.** If no equivalent term is found in source language (SL), a translator can use this translation technique. This is done by writing the term as it is in the text, but by adding an explanation to provide understanding to reader. Example: Miso—*sup khas Jepang berbahan dasar rumput laut*.

**Creation Discursive.** This translation technique is commonly used to translate title to increase attractiveness. Therefore, the equivalent in target language (TL) differs to the intended context. Example: Challenger Deep → *Pengelana Alam Bawah Sadar*.

**Established Equivalent.** This translation technique uses a term that is already common in target language (TL) and is usually listed in dictionary or used daily. Example: The pot calling the cattle black → *Maling teriak maling*.

**Generalization.** If a specific term from source language (SL) is not in target language (TL), a translator can use this translation technique so that the result is more neutral, so that it can be well received. By and general, to generalize something. Example: Huitres → *Olahan kerang*.

**Linguistic Amplification.** The use of this translation technique serves to add linguistic elements to target language (TL). This technique is widely used in spoken translation and voiceover, because often spontaneity in a speech emphasizes the achievement of a message rather than language structure. Example: Did they insult you? → *Apakah mereka membuat kamu kesal?*

**Linguistic Compression.** This technique is contrary to linguistic amplification, so that the message presented in target language (TL) undergoes a combination of linguistic elements. It aims to compress messages that have a concise meaning. This technique is also commonly used for spoken translation and voiceover. Example: Are you hungry? → *Lapar?*

**Literal Translation.** The way this technique works is to translate messages from source language (SL) word by word. This makes it detached from cultural contexts, situations, and sentences, as it focuses only on grammatical equivalences. As a result, if there is a phrase, the reader will not know its true meaning. Example: An apple a day keeps the doctor away → *Sebuah apel setiap hari mencegah dokter datang*.

**Modulation.** This translation technique makes the focus or point of view of a message from source language (SL) change. This can occur at the lexical and structural level as well so that the translation result become more effective or organized. Example: The parents laughed watching their children's funny action on the stage → *Aksi lucu anak-anak di panggung membuat orangtua mereka tertawa*.

**Particularization.** This translation technique is the opposite of generalization. Therefore, a translator will look for a more specific or concrete equivalent in target language (TL), so that the translation results are more familiar to reader. Example: Tram → *Kereta lokal seperti Prameks*.

**Reduction.** This translation technique serves to remove information from source language (SL) to target language (TL) so that the delivery is more compact. Therefore, the message contained does not change. Example: Put a wet cloth → *Kompres*.

**Substitution.** Substitution or replacement here is in the form of linguistic elements that turn into paralinguistic. For example, conveying a sign or intonation into written (translation) and oral (interpretation) forms. Example: He hit one palm with a clenched fist → *Dia setuju*.

**Transposition.** The difference in the structure of source language (SL) and target language (TL) can be overcome using this translation technique. Such changes, for instance, word into phrase, verb into adverb, or singular to plural. Example: The hardest climb → *Pendakian yang melelahkan*.

**Variation.** In order to translation is not rigid, a translator can use this technique. This relates to changes in linguistic or paralinguistic elements which are influenced by textual tones, language styles, social dialects, geographic dialects, and other matters relating to social life. Example: I → *gue*.

### Translation Quality Assessment (TQA)

The authors use Translation Quality Assessment (TQA) put forward by Nababan, Nuraeni, and Sumardiono (2012). Accuracy, acceptability, and readability are three aspects to assess whether a translation product giving the same effect or not for both readers. Meanwhile, regarding to score, each aspect is represented by numeric symbol that is 1-3. For detail of each aspect, here is the explanation.

#### Accuracy

Accuracy is the term used to evaluate translation result regarding whether the source language (SL) and target language (TL) are equivalent. This equivalence includes the same content and message. According to Nababan *et al* (2012), the proper equivalent must be appropriate at the level of words, phrases, clauses, and sentences. If these two things experience an addition or reduction, the level of accuracy of a translation will decrease. This can actually be overcome by choosing the right translation technique so that the target language reader has the same effect as the source language reader. On the other hand, the accuracy of a translation is an appreciation of both writer and reader. Even though these two parties do not know the translation process, a translator should not reduce the content of the text, due to translation problems. Moreover, if the text has a significant impact on life such as medicine, religion, and engineering.

#### Acceptability

Acceptability refers to the way of disclosure that is in accordance with the rules, norms and culture of the target language (TL). Acceptability includes both the micro and macro levels, so that a consistent translation is obtained. The concept of acceptability seems to intersect with accuracy. Even though a translation is equivalent in terms of content and message, it does not mean that readers will be satisfied. Furthermore, this is better known as a grammatical and cultural prevalence. For example, with regard to honorifics that are thick in the target language (TL). If it is just translated without any adjustments, the acceptability of a translation will decrease. In addition, scientific words that are not translated according to the target audience.

#### Readability

In the assessment of translation quality, readability aspect refers to the level of understanding of target language reader. If a text is easy to understand its message, then a translator can successfully restructure source language (SL) to target language (TL) properly at the level of words, technical terms, phrases, clauses, and sentences (Nababan *et al*, 2012).

### 3. Methodology

The authors chose a qualitative research design since format data is presented by words. As a result, the way its delivery is descriptive. The data is a linguistic phenomenon in translation techniques and its quality. In addition, Creswell (1998) states that the qualitative approach focuses on methodology that examines social phenomena and human problems.

Spradley (1980) in Santosa (2017) states that the research location must have the main elements which include places or settings, actors or participants, and events. So, it can be concluded that the research location is an environment that has research components and problems that can be researched.

The setting in this research is Big Little Lies novel by Liane Moriarty which was translated in 2016 by Lina Jusuf. This fiction work is categorized into adult novel with the main genres of drama and mystery. Meanwhile, the actors or participants are all characters who involved in the story. Finally, the events in this research are context and utterance that accommodate the phenomenon of changing conversation topics.

To collect the data, the authors applied a documentary study in which covers document analysis and Focus Group Discussion (FGD). Document analysis is used to obtain the data which is done by reading the novel carefully to get linguistic data. Meanwhile, FGD is done by raters who have capability in translation studies and linguistics who's the role is to recognize translation technique and assess translation qualities as well. In this activity, the authors also participate to decide the translation qualities.

#### 4. Results and Discussion

After analyzing utterances in Big Little Lies novel by Liane Moriarty, the authors found that there were 50 Red Herring data. The next step is that the authors and raters identified what translation techniques are used and their quality as well. Utterance has a fairly complex sentence structure, so it is possible to be translated using more than one translation technique. Therefore, even though Red Herring data is 50, the frequency of a translation technique is more than the total data. For more details, the table below will describe it.

Table 1. Translation technique of Red Herring in Big Little Lies Novel by Liane Moriarty

No	Translation Technique	Frequency	Percentage	
1	Established Equivalent	124	55,35%	
2	Borrowing	38	16,96%	
3	Variation	30	13,39%	
4	Modulation	12	5,35%	
5	Compensation	5	2,25%	
6	Amplification	Explicitation	4	1,78%
		Paraphrase	1	0,45%
7	Implication	4	1,78%	
8	Literal	3	1,35%	
9	Transposition	2	0,89%	
10	Generalization	1	0,45%	
<b>Total</b>		224	100%	

#### Translation Technique Applied as the First Finding

##### 1. Established Equivalent

ST:

Chloe: So that means you broke the law. Like a *robber*.

Madeline: **Stick with** the nice boys, Chloe! Like Daddy. Bad boys don't bring you coffee in bed, I'll tell you that for free.

TL:

Chloe: Berarti Mummy melanggar hukum. Seperti perampok.

Madeline: **Bergaullah dengan** pemuda baik-baik, Chloe! Seperti Daddy. Asal kau tahu, pemuda nakal tidak akan membawakan kopi untukmu ke tempat tidur.

"Stick with" and "bergaullah dengan" is a common standard of expressions that can be found in dictionary. In this case, both English and Indonesian have the same way to express a message, so the established equivalent is a proper technique to be used.

## 2. Borrowing

ST:

Jane: Hello! I'm Jane. How are you?

Harper: **Renata**, I've got that education report we were talking about at dinner—

TL:

*Jane: Halo! Aku Jane. Apa kabar?*

*Harper: **Renata**, aku sudah menerima laporan pendidikan yang kita bicarakan saat makan malam—*

In this case, the kind of borrowing translation technique that is used is pure borrowing. From this example, this technique is applied to translate a name directly without any adaptation since that is an identity which cannot be omitted.

## 3. Variation

ST:

Chloe: But I'm Abigail's sister too! So that means Skye and I must be sisters! We could be twins like Josh and Max!  
Ed: Speaking of which, have **you** seen Celeste since they got back from Canada? Those photos Perry put on Facebook were amazing. *We* should have a white Christmas one day. When we win the lottery.

TL:

*Chloe: Tapi aku juga saudara Abigail! Jadi berarti aku dan Skye juga bersaudara! Kami bisa jadi kembar seperti Josh dan Max!*

*Ed: Omong-omong, **kau** sudah bertemu dengan Celeste sejak mereka pulang dari Kanada? Foto-foto yang Perry pasang di Facebook luar biasa. Kita harus merasakan Natal bersalju suatu hari nanti. Ketika kita menang lotere.*

To produce a non-rigid translation, this technique can be used since it relates to change linguistic or paralinguistic element, including language style, social dialect, and geographies. As a result, "you" can be translated into several option such as "kau."

## 4. Modulation

ST:

Madeline: Ziggy does not have a cruel streak. He's a lovely sweet boy. I'm sure your mother is right, he's your grandfather reincarnated.

Jane: **It's so late!** You should go home to your family. I've kept you here this long blathering on about myself.

TL:

*Madeline: Ziggy tidak mempunyai sisi kejam. Dia anak manis. Aku yakin ibumu benar, dia reinkarnasi kakekmu.*

*Jane: **Sudah malam!** Kau harus kembali ke keluargamu. Aku sudah menahanmu di sini dan mengoceh tentang diriku sendiri.*

Both "It's so late!" and "sudah malam!" indicate the current situation. However, different focuses between two texts are related to adverbs of time. "It's so late" refers to simple present tense, while "sudah malam" refers to present perfect tense.

## 5. Compensation

ST:

Renata: Who was it, Amabella? Who hurt you?

Miss Barness: **Was** it an accident, maybe, Amabella?

TL:

*Renata: Siapa Amabella? Siapa yang menyakitimu?*

*Miss Barness: **Mungkin** kejadian itu tidak sengaja, Amabella?*

"Was" which refers to an adverb of time is translated into " *mungkin*" which refers to ask a probability. It just because Indonesian is a tense less language.

## 6. Amplification

### 6.1 Explicitation

ST:

Jane: More to the point, I would have told *Zach*.

Di (Jane's Mom): Well, I know *that*. Tell me. Did you **get** some good photos with class toy? Your father is emailing you this wonderful place where you can get the, printed off for—how much is it, Bill? How much? No, Jane's photos! For that thing she has to do for Ziggy!

TL:

*Jane: Terlebih lagi, aku tentu sudah memberitahu Zach.*

*Di (Ibu Jane): Well, aku tahu itu. Katakan padaku. Apakah hari ini kau **mengambil** foto-foto bagus dengan mainan kelas? Ayahmu sedang mengirim e-mail tentang tempat untuk mencetak foto yang bagus yang biayanya... berapa Bill? Berapa? Bukan, foto Jane! Untuk tugas Ziggy itu!*

This translation technique is a part of amplification besides paraphrase. The function is to explicit the implicit message from source language (SL). In this case, "get" is the implicit meaning of taking photos. Meanwhile, in target language (TL) is translated into " *mengambil*" which makes the activity in taking photos seems clearer.

### 6.2 Paraphrase

ST:

Madeline: There is a kind of *blankness* about her.

Ed: **I had a hell of a job putting this together.** Do you think Nathan will be able to manage it?

TL:

*Madeline: Jelas sekali ada yang hilang dalam dirinya.*

*Ed: **Aku memasang ini setengah mati.** Kau pikir Nathan akan bisa memasangnya?*

Paraphrase refers to finding the main idea of message, then deliver it into different ways without changing the meaning of Source Language (SL). In SL, Ed indicates that he was so tired putting up something until he feels half to death. Due to it is clear that not only one component is putted, so "together" can be omitted. As a result, "*aku memasang ini setengah mati*" can present the meaning equivalently as SL.

## 7. Implication

ST:

Jane: We need to get some ice on it straight away. And keep it elevated.

Madeline: It's my birthday. **My fortieth.**

TL:

*Jane: Ini harus segera dikompres. Dan ditinggikan.*

*Madeline: Ini ulang tahunku. **Yang keempat puluh.***

Implication is the opposite of explicitation. In SL, "my fortieth" clearly indicates birthday. On contrary, "*yang keempat puluh,*" does not shows that tendency. It can be a numbering of something else.

## 8. Literal

ST:

Madeline: Kau mendengarkanku?

Celeste: I **like having** toast for dinner.

TL:

Madeline: Kau mendengarkanku?

Celeste: Aku **suka makan** roti panggang untuk makan malam.

"Like having" is translated into "suka makan." At a glance, there is no different effect for TL reader. However, "like having" indicates a habit in SL, while "suka makan" is like request. Moreover, it makes the type of speech that is from assertive changed into directive. Therefore, it's called as translation shift.

9. Transposition

ST:

Jane: God you're a dork.

Tom: Vic says if I don't hurry up and kiss this girl I'm a bloody fool.

Jane: Oh! Really? Is that what he's—

Jane: I was thinking we were destined for **friendship**.

TL:

Jane: *Astaga, kau aneh.*

Tom: *Kata Vic, kalau aku tidak bergerak cepat dan mencium gadis ini, aku tolok sekali.*

Jane: *Oh! Oh ya? Apa itu yang dia—*

Jane: *Kupikir kita ditakdirkan untuk **bersahabat**.*

In SL, "friendship" is a noun, while "bersahabat" in TL is a verb. The change in kind of word is affected by different language structure. In TL, the common structure after preposition "untuk" is a verb in order to show the activity.

10. Generalization

ST:

Celeste: It was an accident. You didn't mean for him to fall.

Bonnie: Your **little boys**, how are they...?

TL:

Celeste: *Itu kecelakaan. Kau tak bermaksud membuatnya jatuh.*

Bonnie: **Anak-anakmu**, bagaimana mereka...?

In SL, "little boys" is commonly refers to son, but that's not the same in TL. The translation of "little boys" can be "anak laki-laki." Thus, to make it neutral, "anak-anak" is selected by translator since reader can identify specific term by reading the whole story.

Translation Quality in Accuracy, Acceptability, and Readability of Red Herring as the Second Finding

In this paper, the authors used all aspects of translation assessment, namely accuracy, acceptability, and readability. After conducting an FGD with raters, the following results were obtained as follows.

Table 2. The Average of Translation Quality on Red Herring from English to Indonesian

No	Translation Quality Aspect	Frequency	Score	Average Score
1	Accuracy			
	a. Accurate	48	3	2,96
	b. Less Accurate	2	2	
c. Inaccurate	0	1		
2	Acceptability			
	a. Acceptable	44	3	2,88
	b. Less Acceptable	6	2	
c. Unacceptable	0	1		
3	Readability			
	a. Readable	46	3	2,92
	b. Less Readable	4	2	
c. Unreadable	0	1		



For a clearer understanding about translation technique which affects its quality, here are examples of each aspect.

### Accuracy

From 50 Red Herring data, there are 48 accurate data (A) and 2 less accurate data (LA). For details, here's the explanation.

#### a) Accurate

Accurate has a perfect score on translation quality that is 3. From the data that has been collected, here is the example of accurate data.

ST:

Celeste: Well, I don't know, you can sort of understand, from her point of view, I mean if that happened to Chloe, I mean, I guess...

Madeline: **Has Perry gone away to wherever he's going this time?**

TL:

*Celeste: Well, entahlah, kau mungkin bisa memahami sudut pandangnya, maksudku kalau itu terjadi pada Chloe, maksudku, kupikir...*

*Madeline: **Apa Perry sudah berangkat ke mana pun dia pergi kali ini?***

#### b) Less Accurate

Less Accurate has a medium score on translation quality that is 2. From the data that has been collected, here is the example of accurate data.

ST:

Jane: More to the point, I would have told Zach.

Di (Jane's Mom): Well, I know *that*. Tell me. Did you get some **good photos** with class toy? Your father is emailing you this wonderful place where you can get the, printed off for—how much is it, Bill? How much? No, Jane's photos! For that thing she has to do for Ziggy!

TL:

*Jane: Terlebih lagi, aku tentu sudah memberitahu Zach.*

*Di (Ibu Jane): Well, aku tahu itu. Katakan padaku. Apakah hari ini kau mengambil **foto-foto bagus** dengan mainan kelas? Ayahmu sedang mengirim e-mail tentang tempat untuk mencetak foto yang bagus yang biayanya... berapa Bill? Berapa? Bukan, foto Jane! Untuk tugas Ziggy itu!*

### Acceptability

From 50 Red Herring data, there are 44 acceptable data (A) and 6 less acceptable data (LA). For details, here's the explanation.

#### a) Acceptable

Acceptable has a perfect score on translation quality that is 3. From the data that has been collected, here is the example of acceptable data.

ST:

Ed: Abigail giving you grief?

Madeline: **You're like a wet, salty dog.**

TL:

*Ed: Abigail membuatmu sedih?*

*Madeline: **Kau seperti anjing yang basah dan asin.***

#### b) Less Acceptable

Less Acceptable has a medium score on translation quality that is 2. From the data that has been collected, here is the example of less acceptable data.

ST:

Jane: I guess that's why Harper doesn't want to know me then, because of what happened—"

Madeline: Jane, this **muffin** is *magnificent*.

TL:

Jane: Kurasa itu sebabnya Harper pura-pura tidak mengenalku, akibat kejadian itu—

Madeline: "Jane, **muffin** ini... enak sekali.

### Readability

From 50 Red Herring data, there are 46 readable data (R) and 4 less readable data (LR). For details, here's the explanation.

#### a) Readable

Readable has a perfect score on translation quality that is 3. From the data that has been collected, here is the example of readable data.

ST:

Madeline: I know.

Ed: **Coffee. I'll get you coffee.**

TL:

Madeline: Benar

Ed: **Kopi. Aku akan mengambilkan kopi untukmu.**

#### b) Less Readable

Less Readable has a medium score on translation quality that is 2. From the data that has been collected, here is the example of less readable data.

ST:

Madeline: So you think I should go ahead and let her sell her virginity? Is this virus making you delirious?

Celeste: No. Of course not. I just think you should be proud of her.

Madeline: Mmmm. **Well** I think you should go and lie back down. Hope you feel better soon, and when you do, you might want to check your kids for nits.

TL:

Madeline: *Jadi menurutmu seharusnya kubiarkan saja dia menjual keperawanannya? Apa virus ini membuatmu mengigau?*

Celeste: *Tidak. Tentu tidak. Hanya saja kupikir kau harus bangga terhadapnya.*

Madeline: *Mmmm. **Well**, kurasa kau harus berbaring kembali. Semoga cepat sembuh, dan kalau sudah sembuh, mungkin kau perlu memeriksa anak-anakmu kalau-kalau mereka kutuan.*

In 50 Red Herring data, 10 types of translation techniques are found with a total frequency of 224. The three most used translation techniques are established equivalent, pure borrowing, and variation. The reason is, although English and Indonesian have different language system, there are things that can be conveyed equivalently without carrying out the reconstruction process. Then, pure borrowing is applied if there is no equivalent found in target language (TL). This can lessen the translation quality score, especially acceptability and readability. However, one exception to the use of pure borrowing translation technique that will not affect translation is to translate names. It can refer to first finding point 2 where Renata is translated into Renata. Finally, the use of variation translation technique is related to social tones so that allows for options in translating such as the personal pronoun "you." Translators can choose among some possibilities that are "kamu," "Anda," "lo," or, "kau." This translation technique will not lessen the score of translation quality as long as the message conveyed between two languages is still relatively same.

Meanwhile, seven other techniques which are used to translate Red Herring are respectively modulation, compensation, amplification (explicitation and paraphrase), literal, transposition, and generalization. From all these translation techniques, literal affect translation quality as in first finding point 8. "Like having" is translated into "suka makan." Referring to the context, each speech act in source language (SL) and target language (TL) have different type that is assertive and directive. "Like having" refers to habit which means to inform, while "suka makan" refers to a request. Hence, this is called as shift in translation. Literal translation technique means translating a language into another language directly without making an adjustment so as to have the same effect on Target Language (TL) readers. In other words, when using this technique, the translator does not make cultural adaptation. Moreover, accuracy and acceptability are the translation quality aspect which score is less.

From 50 Red Herring data, there are 2 data which categorized into less accurate, then 6 data into less acceptable. Last, there are 4 data which categorized into less readable. Furthermore, the decrease in score is caused by literal and pure borrowing translation technique. In this case, the frequency shows that literal is used five times, while pure borrowing seven times. Pure borrowing technique aims to translate summoning and food. Besides pure borrowing translation technique, actually summoning can be translated by using established equivalent or generalization. For example, "girls" is translated into "*teman-teman*." Meanwhile, another technique to translate food is generalization or description. For instance, "muffin" is translated into "*kue panggang*." Although literal and pure borrowing translation technique affects translation quality on Red Herring, the average accuracy score is 2.96, while acceptability is 2.88, and readability is 2.92. Hence, the holistic score is 2.92. In other words, the translation quality is good, because it is close to perfect, that is 3. This is because other translation techniques, especially the top three, doesn't interfere translation score.

## 5. Conclusion

The translation technique that affects Red Herring's score of accuracy is literal. Meanwhile, borrowing translation technique affects the acceptability and readability score. On the whole, translation technique can affect certain translation quality aspect based on a particular cultural content. Thus, that is not tied to one aspect of translation quality only.

Although there are translation results whose scores are reduced due to a translation technique, the translation quality of Red Herring is relatively good, because the majority of the translation techniques used do not have this impact. Translation techniques that significantly maintain the quality of translation are established equivalent, borrowing, and variation. However, with a note that borrowing translation technique is used to translate names, not other things such as summoning and something that is related to cultural content such as food. The author should clearly explain the important conclusions of the research highlighting its significance and relevance.

## About the Author

**Gandis Octya Prihartanti** is a post graduate student of Sebelas Maret University, majoring in Linguistics program with Translation studies as an interest. Having background in education for bachelor degree, makes the author want to become lecturer in Linguistics and Translation studies as well. M.R. Nababan and Djatmika is a lecturer and advisor of the author who has provided motivation and knowledge, so that she keeps to continue learning.

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