A Communicative - Functional Philosophy of Translation

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ABSTRACT

The Philosophy of translation is excluded from the framework of translation studies. Nevertheless, it is actually essential for developing the theory and practice of translation as well as solving both internal and external challenges toward the theory and practice of translation. Hence, this article proposes the inclusion of philosophy in the framework and offers a communicative-functional paradigm as the philosophy of translating from Indonesian into English and vice versa. This paradigm construes translation as intercultural communicative act directed by the target-side purpose. It is rooted ontologically as theredification of matrix code into target code which results in what Ricoeur calls as the equivalence without identity, epistemologically with the employment of cluster concept and axiologically by directing intercultural mediation with three ethical principles i.e. the primacy of purpose, the loyalty to people and the respecting difference. In Indonesia especially in Yogyakarta, based on the interview conducted to professional translators in PêMad International Translation, this paradigm has been internalized by Indonesian translators without conscious reflection of the paradigm as the philosophical foundation of their translation practices.

Keywords: communicative-functional paradigm, philosophy, translation

INTRODUCTION

Translation is an intercultural communicative act to overcome language barriers and to bridge cultural differences. Translation transforms source text into target text, so that the understanding of source culture can be achieved in the target culture, and thus facilitating intercultural communication. Due to the importance of translation in facilitating intercultural communication, translation has been studied as an independent academic discipline known as translation studies.

Translation studies as an academic discipline, unfortunately excludes philosophy from its framework. Consequently, the complexity of translation is not adequately addressed in the translation studies. Translation is approached partially, instead of being approached holistically as communicative act which involves not only linguistic differences, but also cultural differences. Without philosophy of translation, the nature of translation as equivalence without identity is not deeply explored, so that the long-standing dichotomy between literal and free, and formal equivalence and dynamic equivalence cannot be overcome in translation studies. Without philosophy of translation, there is a tendency of ignoring the diversity of translation practice worldwide and setting the western model translation as the
prominent and central exemplar of translation to determine translation and non-translation worldwide. Without philosophy of translation, translators tend to fall into the trap of the self-sufficiency of his own language, so that linguistic hospitality as proposed by Paul Ricoeur as the ethics of translation is not nurtured by the translators.

Philosophy of translation provides a whole understanding of translation with all of its complexity. Based on hermeneutic principle, to understand each part, it requires a prior grasp of the meaning of the whole, yet to understand the whole; it also requires an understanding of each of its parts. Based on this principle, to achieve comprehensive understanding of translation, translation studies cannot limit its investigation to particular aspect of translation phenomena to postulate the whole concept of translation, but it must also involve the investigation of translation as a whole phenomenon to understand the particular aspect of translation practice.

Accordingly, this paper proposes the inclusion of translation philosophy into the framework of translation studies. The philosophy proposed is a communicative-functional philosophy of translation. This philosophy emphasizes on the nature of translation as intercultural communicative act directed by the target-side purpose without reducing the otherness of foreign elements in original texts. Furthermore, this paper will discuss how this philosophy has been internalized by translators in Indonesia.

THE POSITION OF PHILOSOPHY OF TRANSLATION IN TRANSLATION STUDIES

Translation Studies as a discipline has been proposed by James S. Holmes in 1972. As proposed in Holmes’s seminal paper ‘The Name and Nature of Translation Studies’, the framework of the translation studies involves:

![Figure 1. Holmes' basic map of Translation Studies (Toury, 1995, p.28)](image)

In this framework Holmes excludes philosophy of translation from the framework of translation studies. He proposes instead translation studies as the scientific academic subject that deals mainly with the theorization of the phenomena of translation as it manifests in the world of human experience (1972).

Kirsten Malmkjær (2010), in contrast to Holmes, argues that philosophy of translation cannot be separated from translation studies. It is because philosophers are not especially interested in many of translation issues that interest translation scholars, and thus, translation scholars have to draw out for themselves philosophical issues that have direct bearing to their practices. Moreover, the absence of philosophy of translation in the framework has resulted in the lack of well-
defined basic concept of what translation is that underlies the development of various theories and approaches in translation studies.

The inclusion of philosophy induces several importantances. Malmkjær emphasizes the importance of philosophy of translation to response and solve both internal and external challenges toward the theory and practice of translation (p.204). Anthony Pym (2007) also argues the importance of philosophy of translation in assisting the translators to solve their dilemma in choosing many available options of translation strategies when translation theories are not adequate to provide the solution (p.44).

Due to these reasons, it is important to start considering the inclusion of philosophy of translation into translation studies as the foundation of translation studies. Philosophy of translation as the underpinning of developing translation theories and approaches directs its concern on the ontological, epistemological and axiological aspects of translation. Because philosophy of translation is the basis for developing translation theories, then based on Holmes’ map of translation studies framework, the philosophy of translation must be positioned as the pinnacle of the branch as follows.

**COMMUNICATIVE-FUNCTIONAL PHILOSOPHY OF TRANSLATION**

Philosophically, everyday communication has been one’s act to translate oneself to others. Hence, translation is an act that is inscribed in our daily existence. It is not only limited to the act of translating the meanings of one particular language into another. As stated by Dominico Jervolino, “to speak is already to translate (even when one is speaking one’s own native language or when one is speaking to oneself); further, one has to take into account the plurality of languages, which demand a more exacting encounter with the different Other” (Kearney in Ricoeur, 2004, p. xv). Translation that involves an act of communication with others has to realize the plurality of languages and cultures. The plurality of languages has to be viewed not as an obstacle but as the requirement of communication and translation.

Translation as a mode of communication is carried out by means of signs. The signs are not limited to linguistic signs, but also include all types of verbal or nonverbal signs. Therefore, as stated by Susan Bassnett (2002) in the examination of the processes of translation, though translation has a central core of linguistic activity, it belongs most properly to *semiotics* (p.22). The signs through
which translation is carried out are associated with a meaning by the producer and the receivers. The interpretation of the meaning need not be the same for both the producer and the receivers due to cultural difference. Hence, translation has to be construed as communication that takes place in concrete situations involving not only different languages, but also members of different cultures. Accordingly, translation is intercultural communicative act.

Communicative-functional paradigm construes translation as functional intercultural communicative act. Translation as intercultural communicative act is functional in a sense that it aims at a particular goal. The process of translating to a large extent is determined by the goalsit is designed to serve and set by the receivers in the target culture. Translators have to translate in a way that enables the translation to function well in the target system. The translation can only be regarded as successful if it can be understood or the receivers interpret it as being sufficiently coherent with their situation. Consequently, as argued by Toury (1995), “translators operate first and foremost in the interest of the culture into which they are translating, and not in the interest of the source text, let alone the source culture” (p.17).

Even though communicative-functional paradigm construes that translation functions primarily for the interest of target system, it does not necessarily mean that the reduction of the otherness of the foreign language into target language is justifiable. Translation as functional intercultural communicative act has to be performed by translators along with linguistic hospitality which Ricoeur defines as “the act of inhabiting the word of the Other paralleled by the act of receiving the word of the Other into one’s own home, one’s own dwelling” (2004, 10). Due to the diversity, dissimilarity, and asymmetry of languages, the gap between languages is unbridgeable and irreducible from one to the other. A complete translation which would provide a perfect replication of the original is impossible to achieve. What can be achieved in the translation is “the correspondence without perfect adhesion” (Ricoeur, 2004).

As translation is never the correspondence with perfect adhesion, Ricoeur states that translation becomes the work of dream and mourning (Ricoeur, 2004). Translation is an intercultural communicative act prompted by the dream of achieving perfect translation and nostalgia of perfect universal language, yet this desire always slips due to the resistances of cultural differences predicated upon linguistic diversities. Therefore, what happens in translation is not the perfect replication of original text, but reappropriation or reconstruction of the original meaning or saying the same thing in a different way. It is through reappropriation that translator, as a mediator between languages, cultures, self and other, performs linguistic hospitality where he translates without hope of filling the gap between equivalence and total adequacy. Translator establishes instead a rich relationship with the Other and finds a pleasure of dwelling in the other’s language while in the same time finding pleasure in receiving the foreign word at home (Ricoeur, 2004). Based on linguistic hospitality, then communicative-functional translation requires the forfeit of one’s own language’s claim of self-sufficiency that can lead to ethnocentrism or chauvinism in order to host the foreign.

Communicative-functional paradigm does not construe translation narrowly with linguistic approach that views translation as the transmission of meaning from one set of language signs into another set of language signs, but views translation from broader perspective because translation involves not only linguistic elements, but
also a whole set of extra-linguistic elements. This broader perspective will be used to define the ontology, epistemology and axiology of translation.

**Ontology of Translation: Defining the Concept of Translation**

Translation which is defined narrowly with linguistic approach that construes translation primarily in terms of relations between language systems is not adequate to address the complexity of translation which takes place in a communicative, socio-cultural context. Translation involves not only the linguistic elements, but also a set of extra-linguistic elements. Therefore, according to Frawley (2001), translation has to be construed in wider perspective of semiotic. Semiotic provides a framework to construe translation in the context of discourse sphere, in which translation co-exists, interacts and confronts different semiotic systems and signifying practice (Hartama–Heinonen, 2012, pp.305). Moreover, Frawley (2001) also argues that by using semiotic perspective, translation subsumes the question of interlingual transfer and issue of identity or synonym because translation as recodification is independent of the possibility of synonym across codes (pp.251). In this sense if it turns out that there is no linguistic or cultural symmetry identity, the act of translation is still valid.

Translation has been construed very strictly as symmetry of identity across linguistic systems or sharing natural equivalence, so that there will be no difference whether the translation is done from language A into language B or vice versa, the same value will be attained in both ways. The premise behind the concept of natural equivalence is the belief on what Heidegger calls as original meaning. It is believed that there is a piece of reality or meaning that stands outside all languages and to which two languages can refer (Pym, 2014, p.17). This essentialism of meaning is untenable because there is no meaning that stands outside all languages that can be totally transferred across linguistics systems and cultures without significant loss.

The concept of equivalence in translation has to be understood in terms of directionality in a sense that equivalence is the results of active decisions made by translators (Pym, 2014, p.24). Hence, equivalence created by translating one way does not imply that the same equivalence can be created when translating the other way (Pym, 2014, p.24). The notion of directional equivalence refers to “presumed” equivalence, and thus, it is a belief structure (Pym, 2014, p.37). Ricoeur argues that, “a good translation can alinonly at a supposed equivalence that is not founded on a demonstrable identity of meaning, equivalence without identity” (2004, p.34). Stecconi (2004, p.24) also proposes a similar idea that equivalence is neither empirical nor general, but a potentiality that translators and communities determine which in time turns into translation’s equivalence and norms. In this sense translation differs from the original text for its inability to attain the entirety of the original text, creative appropriation of the original by the target language, yet it is similar in the sense that it is socially accepted as the representation of the original text.

Based on the premise of directional and presumed equivalence, the concept of translation can be understood from semiotic perspective as proposed by William Frawley. According to Frawley (2000) translation is the recodification of the matrix code into target code where the matrix code refers the code of original text that provides information to be recodified, whereas the target code is the goal of the recodification that provides the parameters for the rerendering of the matrix information (p.252). He uses the term of recodification for translation because he
perceives translation as a secondary semiotic process that takes place after the codification of the original text by the author.

Frawley states that recodification does not only happen in one way direction in a sense of simply taking the elements of matrix code into target code, but there is a perpetual shuffling back and forth between matrix and target in the process of translation. To accommodate the matrix information to the target parameters, these two have to be judged in juxtaposition. From the process of shuffling back and forth translation as a third code will arise out.

![Figure 3. Semiotic concept of translation (Frawley, 2000, p. 257)](image)

Construing translation from semiotic approach provides non-deterministic model of translation. In translation process the translator has a choice between several translation strategies without being wholly dictated by the source text (Pym, 2013, p.24). Accordingly, it allows translation to be functional or to serve a target-side purpose. The task of the translator who follows this communicative-functional paradigm is to reconstruct source text for a target audience by bearing in mind the differences between source system and target system not only in linguistic structure, but also context, culture, and audience expectations.

**Epistemology of Translation: Determining What Counts as Translation Worldwide**

There is no correct way to translate and to determine what counts as translation is available. Translation is closely related to meaning and meaning is specific to each language. Therefore, translation is determined by condition which is relevance with the context and ‘involves decisions and choices about meaning in the source text and construction of meaning in the target text’ (Tymoczko, 2014, p.3) which cause the absence of one correct way to translate. Furthermore, the overlapping of paradigms in translation has contributed in the absence of correct way in translating. The shift from positivism into postpositivism, then post-structuralism has created difficulties in finding the common ground and the limits to define translation. Moreover, the shift from positivism into postpositivism ‘implied that there is no a single or a “positive” correct way to behave’ (Gutiérrez, 2012, p.42). Hence, there is no correct way to translate and eventually to determine what counts as translation.

However, despite of the absence of one correct way to translate, the practice of translation has shown a great influence of Western idea of translation as the prototype concept of translation. Prototype is a concept pioneered by Eleanor Rosch which views a central exemplar in a group as the ideal cognitive model for the whole
Theories of translation and the decision whether a text is considered as translation or not are derived from Western context and materials (Tymoczko, 2014, p.20). Western concept is considered as the prominent and central exemplar of translation. Hence, this concept is considered right and is used as the main concept to determine translation and non-translation. Consequently, this Westernization brings the universal idea of translation and what counts as translation.

Nevertheless, prototype concept is not appropriate to determine translation and non-translation. First, post-structuralism has urged the importance of target culture context in translating (Gutiérrez, 2012, p.43). In other words, translation must include the awareness of intercultural in the process of transferring source code into target code. Intercultural concept of translation has emerged the idea of diversity and broad scope from one culture to another (Tymoczko, 2014, p.68). Thus, this paradigm has also changed the view on translation which now goes beyond Western conceptualization. Second, it is impossible for us to decide which translation is more prominent than the other and is considered as the central exemplar since translation is related to culture diversity. Translation in one culture is different from another culture. Even the word ‘translation’ itself has lots of different equal words in different countries. For instance, in India ‘translation’ is equivalence to rupantar (change in form), anuvad (seeking after or following), and chaya (shadow or counterpart) while in Arab the equivalent of ‘translation’, tarjama, has two meanings, biography and definition (Tymoczko, 2014, pp.68-69). This difference is closely related to the diversity of culture a country holds. Third, prototype
Cluster concept proposes the idea of creating worldwide criteria of translation by finding similarities from various translation across countries and cultures. Realizing that one common concept in translation is not sufficient to determine translation and non-translation (Tymoczko, 2013, p.5), cluster concept offers a solution for determining translation and non-translation from and for the whole group. The criteria is not set based on one translation which is considered as the most ideal one but it is set based on the similarities found in many translation worldwide. The worldwide criteria is set by including all translation across cultures so that it is able to cover all kinds of translation without excluding other translation.

**Axiology: The Ethics of Translation**

Communicative-functional paradigm proposes several principles as an ethical frame for translators in performing intercultural mediation.

1. **The primacy of purpose**

As meaning of a text is not something changeless and universal to be referred by anyone, but something constructed by its receivers and for its receivers, translator has to prioritize the target-side purpose rather than the source text. Translators’ ethical obligation is in their subservience to the purpose of translation. Translators have to translate in a way that is meaningful and communicative for the target audience, and thus enables the translation to function in the target system and in the way the users want it to function. Depending on the translation purpose and type, the translator may choose for close translation or free translation.

2. **Loyalty to people**

Christine Nord (1997) proposes loyalty as an ethical frame for purpose-oriented translational action. Nord argues that translators as the intercultural mediator has socio-professional relations with source text producer, target text addressees and the client/initiator. Ideally, translators have to takes account of the legitimate interests of all these parties involved. Translators have to be trustworthy and able to understand
what the client wants, to understand the source text, to understand what the readers’ expectation. Loyalty also obliges the translator to respect the difference between cultures and negotiate how the representation of the source text can fulfill the intended function for the target audience, while in the same time takes account the proper representation source text for the target audience to avoid ethnocentrism and cultural imperialism.

3. Ethics of difference

Ethics of difference is part of ethics of loyalty performed by translators to foster ethical intercultural communication. Ethics of difference obliges ethical responsibility of translators in questioning and destabilizing conventions represented as neutral, but reflect certain biases and interests in suppressing the genuine representation of other realities in language (Wyke, 2013, p. 551). In performing ethics of difference, translators have to manage the relative cultural filters to allow the foreign elements to have access to the target culture. Ricoeur proposes similar idea of respecting differences by introducing the concept of linguistic hospitality. Linguistic hospitality requires the translators to realize that the otherness of foreign elements is irreducible to the target culture due to the plurality and dissimilarity of languages and cultures.

COMMUNICATIVE-FUNCTIONAL PHILOSOPHY OF TRANSLATION IN INDONESIA

Communicative-functional paradigm is one of the translation paradigms internalized by professional translators in Indonesia. From several interviews conducted to six professional translators in PéMad International Translation, Yogyakarta, this paradigm was found out to be internalized by them without conscious reflection of the paradigm as the philosophical foundation of their translation practice. By interviewing their beliefs on the criteria of good translation practice, their opinion on faithful translation and transcreation, and ethics in practicing translation, all the translators hold the belief that good translation has to be functional.

To be functional means that good translation has to meet the demand of the clients. Good translation has to be able to perform the purpose for which the translation is requested by the clients or users. Clients as the initiator of the translation will provide details of the text type, purpose, addressees and function of the text. This clients’ guideline then will be studied by the respondents to analyze the viability. In some cases the respondents will give advice on how the translation will be done. Moreover, they sometimes have to find good arguments to defend their products against the unjustified criticism of the clients. However, their advices and arguments are not always accepted by the clients. In that case, they have to stick on the clients’ guidelines despite its less viability.

All of the respondents mostly deal with legal, IT, marketing, web content, technical texts and so on. The type of the text and purpose of translation determine how the text will be translated, faithful or free rendering. In other words, particular translation may require a free or a faithful translation, or anything between these two, depending on the purpose for which the translation is needed by the clients or users. In a case of translating legal, IT documents, and technical manuals, the respondents have to be faithful to the source text. Differently, in a case of translating marketing texts, the respondents are given freedom to transcreate the source text as long as the message of the text can be well perceived by the target audience. Even, they are
required to creatively render the text to be as attractive as possible for the target audience.

The respondents also hold the belief that good translation has to be communicative in a sense that good translation has to adhere to grammar rules to make their translation becomes intelligible for the users in particular and target audience in general. In translating the text, they consider the cultural gap between source system and target system and try to bridge this gap by localize the unfamiliar terms into target language.

From the interview conducted to those professional translators then it can be concluded that all the respondents hold communicative-functional paradigm as the underlying principle in their translation practice. Along with this paradigm, they internalize ethics of translation that revolves around the principles of keeping the confidentiality of the content of the translated text, keeping the quality of the translation, and satisfying the clients’ need. In general it can be summed up that the ethics embodied by the respondents is primacy of purpose and loyalty to the clients or users as proposed in this article.

CONCLUSION

Communicative-functional as philosophy of translation construes translation as intercultural communicative act directed by the target-side purpose. Ontologically, translation is the recodification of matrix code into target code which results in what Ricoeur calls as the equivalence without identity. Translation as recodification involves construction of the meaning without complete replication of the original, but supposed and sought equivalence. Epistemologically, translation requires open cluster concept based on Wittgenstein’s concept of family resemblance which allows for the inclusion of widely varied types of translation processes and products. Axiologically, in performing intercultural mediation, translators should be directed by three ethical principles: the primacy of purpose, loyalty to people and respecting difference. In respecting difference, Ricoeur argues that translators have to perform linguistic hospitality where translator allows foreign elements to have access to target system.

REFERENCES


APPENDICES

APPENDIX 1: INTERVIEW DRAFT

INTERVIEW DRAFT

A. BIODATA

Nama : ______________________________
Usia : ______________________________

Pendidikan
- Pendidikan formal : ______________________________
- Pendidikan non-formal : ______________________________

Pengalaman penerjemahan
- Lama berprofesi : ______________________________
- Organisasi penerjemahan : ______________________________
- Jenis-jenis teks yang diterjemahkan : ______________________________

B. DAFTAR PERTANYAAN

1. Filosofi
   a. Filosofi apakah yang diterapkan dalam penerjemahan?
   b. Dalam prakteknya, apakah fungsi dari filosofi itu?
   c. Apakah filosofi selalu dijadikan pegangan dalam praktek penerjemahan?
   d. Apa yang anda lakukan saat filosofi anda berbenturan dengan faktor lain dalam proses penerjemahan, misal dengan permintaan klien?
   e. Apakah ada filosofi tertentu yang di anut oleh penerjemah di Indonesia?
   f. Jika belum ada filosofi, apa penyebabnya? Apakah ada “belief” tertentu yang diikuti ketika menerjemahkan?

2. Kode etik
   a. Apa saja kode etik yang diikuti?
   b. Secara pribadi, nilai etis apakah yang selalu diterapkan dalam menerjemahkan suatu teks?
   c. Seperti apakah kriteria translation yang bagus?
   d. Apa saja kriteria menjadi seorang translator yang baik?

3. Kesulitan dalam proses penerjemahan
   a. Kesulitan apakah yang ditemui ketika menerjemahkan suatu teks?
   b. Bagaimana cara mengatasi atau mengakali kesulitan dalam proses penerjemahan?

4. Kesetiaan pada source text
   a. Apakah menerjemahkan suatu teck harus benar-benar sesuai dengan source text?
   b. Apakah dalam menerjemahkan juga mempertimbangkan pemahaman target audience?

5. Penerjemahan 1 arah/ 2 arah
   a. Apakah penerjemah menerjemahkan satu arah atau dua arah?
b. Bagaimana persamaan dan perbedaan ketika menerjemahkan 1 arah dan 2 arah?

c. Jika 2 arah, manakah yang lebih mudah? Dari Bahasa Indonesia ke Bahasa Inggris atau sebaliknya?
### APPENDIX 2: THE INTERVIEW TRANSCRIPTION

<table>
<thead>
<tr>
<th></th>
<th>T1</th>
<th>T2</th>
<th>T3</th>
<th>T4</th>
<th>T5</th>
<th>T6</th>
</tr>
</thead>
</table>
2. Kode etik

- Kerahasiaan dokumen sangat penting → jangan sampai dokumen konten sensitif tersebar. NDA. Misal kedua menerima produk baru yang mau kelas kepaibian tidak boleh kita sebarkan.
- Praktik → tarif menyesuaikan dengan kemampuan kita, jangan lebih tinggi...
- Mengikut budaya penerjemahan di Indonesia separtiap...

<table>
<thead>
<tr>
<th>Jargon sampai</th>
<th>Harus menjaga kualitas → hindari menerima yang dari google translate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tidak boleh membocorkan spesifik yang diterjemahkan (NDA → non-disclosure agreement)</td>
<td>Professionalitas → melakukan pengecekan ulang → menyuk pada referensi: KBBI</td>
</tr>
<tr>
<td>Tidak boleh terlalu literal</td>
<td>- Mengikuti guideline dari klien - Patuh pada permintaan klien - Secara teknis: harus lebih teliti dalam proses penerjemahan</td>
</tr>
<tr>
<td>Berpedoman pada EYD dan KBBI → Bahasa gaul hanya untuk beberapa kata-kata di dalamnya tetapi sesuai EYD, menghindari kata slang lebih ke tidak</td>
<td></td>
</tr>
<tr>
<td>Menyesuaikan target audience → tidak terlalu kaku</td>
<td></td>
</tr>
</tbody>
</table>

3. Kesulitan dalam menerjaman

- proses penerjemahan menggunakan software, salah satunya yang menterinya suka. Untuk...  
- Yang paling susah diterjemahkan → legal → karena harus setia dengan bahasa asal...

<table>
<thead>
<tr>
<th>Berbenturan dengan klien → perbedaan pandangan dengan</th>
<th>Kesusitan: hampir sama antara buku dan marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kasulitan: hampir sama antara buku dan marketing</td>
<td>- Ada batasan-batasan teknis → tidak banyak ruang, misal panjang kata</td>
</tr>
<tr>
<td>Untuk menemukan</td>
<td>- Ketika berhadapan dengan topik baru yang tidak paham → banyak</td>
</tr>
<tr>
<td>Kolom 1</td>
<td>Kolom 2</td>
</tr>
<tr>
<td>---------</td>
<td>---------</td>
</tr>
<tr>
<td>1. If a business is to be successful, it must have a clear understanding of the market.</td>
<td>1. If a business is to be successful, it must have a clear understanding of the market.</td>
</tr>
<tr>
<td>2. The focus must be on the customer.</td>
<td>2. The focus must be on the customer.</td>
</tr>
<tr>
<td>3. Marketing must be integrated with all business activities.</td>
<td>3. Marketing must be integrated with all business activities.</td>
</tr>
<tr>
<td>4. Effective communication is essential.</td>
<td>4. Effective communication is essential.</td>
</tr>
<tr>
<td>5. The company must be able to adapt to changes.</td>
<td>5. The company must be able to adapt to changes.</td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>5. Penerjemahan 2 arah</th>
<th>Lebih mudah Bahasa Inggris ke Bahasa Indonesia, karena bukan native inggris, ada bahasa2 yang dapat menggunakan diction dan structure polanya lain, belum pernah tinggal di sana jadi tidak tahu budayanya.</th>
<th>Kasultan: dari Bahasa Indonesia ke Bahasa Inggris karena beda pola pikir, beda gaya penulisan</th>
<th>Kasultan: dari Bahasa Indonesia ke Bahasa Inggris karena beda gaya penulisan, tergantung permintaan klien, apakah dilakukan localization atau tetap dalam istilah aslinya</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Kalau di sini diterjemahkan menjadi negatif jadi kita sesuaikan dengan yang di sini: tergantung dengan budaya masing-masing</td>
<td>Kalanya bisa berkreasi (transcreation)</td>
<td>Bagaimana cara yang kita terjemahkan menjadi bahasa marketing di Indonesia, komunikatif</td>
</tr>
<tr>
<td></td>
<td>Contoh di Thailand mobil kijang diterjemahkan menjadi buffalo → kalau di Indonesia kurang cocok karena kerbau itu binatang yang lambat sedangkan kijang lebih lincah dan menarik.</td>
<td>Klien penting tapi target audience juga penting → teks teknis lebih kaku</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Klien: 12345678900, F&amp;F</td>
<td>Klien: 12345678900, F&amp;F</td>
<td></td>
</tr>
</tbody>
</table>

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