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An Analysis of the Translation Procedures Used by Digital Happiness

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Abstract. *This research wanted to know what kind of and the best Translation Procedures were used by Digital Happiness while translating DreadOut and DreadOut 2. DreadOut and DreadOut 2 are video games that occurred in Bandung and follow the story of Linda combating various Indonesian mythical creatures. This analysis research used documentation in collecting the data. The instruments of this research were documents, field notes, the theory of Translation Procedures by Newmark. There were 3 major steps that were used to analyze the data: First, determined and then isolated Common Component (CC) of the meaning of the lexicon in English and Indonesia; Second, determined and then isolated Diagnostic Component (DC) of the meaning of the lexicon in English and Indonesia; Determined the similarity (+) and difference (-) in the translation in a column. Finally, triangulation was used to validate the data analysis result. After analyzing the DreadOut and DreadOut 2 it was found that Digital Happiness were using certain Translation Procedures to translate their games; Transference, Neutralisation, Cultural Equivalent, Functional Equivalent, Synonymy, Shift, Paraphrase, and Translation Note, Addition, Glasses. With Cultural Equivalent being the best Translation Procedure on the list.*

Keywords: *document analysis, dreadout, dreadout 2, translation procedures.*

A. INTRODUCTION

There are many challenges on a translation process of a text involving any kind of information (Matalu & Sebonde, 2022). One of them is lexical gaps. When words or lexicons from the source language do not exist in the target language, it creates untranslatable gaps that are called lexical gaps (Raesi, Dastjerdi, & Raesi, 2019).

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Lexical gaps is bound to happen as languages evolve over time, making them more and more different from one another. Various cultures are inherently different from one another (Maitland, 2017). Entz (2020) also argued that the world is full of language diversity, especially in term of function of conditions. Newmark (1998) says that every language has its own lexical gaps. To prove the point, for instance, in some languages such as African languages, methapor is lavishly used (Schoeffel, 2015). Some lexicon just simply does not exist outside the afforementioned African languages (Matalu & Sebonde, 2022). In China, Xiong (2014) argued that there are no English equivalent for some peculiar words.

Translation Procedures

As Swarniti (2019) said, one way of understanding languages in the world is through translation. With such importance, it puts great burden in translators' shoulder. Baer (2015) argued that as every language has its own lexical gaps, rather than being terrified off of it, a translator should embrace it instead. Experience in translating, as Barnwell (2021) said, is a very valuable asset. While there is some disagreement over whether it is desirable to preserve some aspect in language, such as ambiguity in language since a translator could not possibly understand the intend of the original author (Kroeger, 2022), a translator should strive for clarity, accuracy, naturalness, and acceptability (Barnwell, 2020). Nevertheless, translators, such as Bible translators, realize there are numerous indadequacy in translation works due to the differences between source and target language (Wenger, 2021).

One way to overcoming such lexical gaps is by utilizing translation procedures (Hilman, 2015). There are many translation procedures that a translator can use, here are some that Newmark (1998) had listed in his book; Transference, Neutralization, Cultural Equivalent, Functional Equivalent, Descriptive Equivalent, Synonymy, Through-Translation, Recognized Translation, et cetera.

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Video Games Translation

Video game translation has always been an integral part in the video game itself. This is because of how influential non-Western companies are in the video games industry (Bushouse, 2015). Companies like Nintendo, Sony, SEGA, Konami, and From Software are just a few examples that have had great influence in the video games industry. Even in the early days of video game, the word Nintendo was interchangeable with video game itself (Bushouse, 2015).

Indonesian developers are also starting to get into video games industry (Akbar & Asmara, 2022). The growth of video games industry in Indonesia can no longer be ignore, even ndonesian Coordinating Minister of Maritime Affairs and Investment Luhut Binsar Pandjaitan admitted so (Karunia, 2021). Digital Happiness is one of those Indonesian video game developers. The company is the first Indonesian-based video game developer to reach the international audience through digital distribution platform Steam (Raharja & Dewakarya, 2020).

Digital Happiness is undoubtedly popular among the video game players (Putra, 2018), and DreadOut and DreadOut 2 are their main games that has been sold over ten million copies across the internet. Another reason other than the sales, the main reason why those two games were chosen to be the focus of this research is because among all four games that Digital Happiness had created, in Steam, DreadOut and DreadOut 2 are the most reviewed two, with over 1500 mostly positive reviews for DreadOut 2 and 3600 mostly positives for DreadOut, or over 7000 mostly positives if we include the demo version of DreadOut.

Other than to reach the afforementioned international audiences, the reason why Digital Happiness also made their games available in English is the rampant software piracy in Indonesia. Nonetheless, despite the soaring rate of video game industry's growth, piracy still is a big problem in Indonesia (BSA, 2022). It

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means, Digital Happiness has to go through translation process. As those games are filled with cultural and slang words that should make lexical gaps when being translated to English. Therefore, this research wants to know what kind of translation procedures used by Digital Happiness for translating their video games. With understanding how Digital Happiness translated their work, it is hoped that it can be used to teach students to understand how to overcome lexical gaps when they are finding one.

B. RESEARCH METHOD

Research Design

Qualitative Document Analysis was used in this research, which based on the book, represented as document or content analysis, it focuses on analyzing and interpreting recorded material to learn about human behavior. Ary, Jacobs, Sorensen, Irvine, & Walker (2019) in their book stated that the main trait of qualitative research is the method it used to collect the data, and also the means to analyze it. Also, they continued by mentioning Lincoln & Guba (1985), that human is highly involved in the research because qualitative in heart, studies about humans. Their experience and situation.

Based on this, the instrument of this research was the researcher himself. Field notes, computer and documents were also included as instrument in this research. Document analyzing method was used to collect the data. Thusly, the framework of data analytics for this research looked like this; after the data was collected the data will be divided and classified by Newmark's Translation Procedure, after the data was classified, then, component analysis technique will be utilized to break down the component of the expression. By utilizing this technique, it can be determined whether or not the change in meaning was happening or not, whether

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or not the translation work was equal and finally determine the effect of the change in terms of player understanding in the story.

C. FINDINGS AND DISCUSSION

Findings

Table 1. Table of Translation Procedures

No.	Translation Procedures	Data Number	Equivalent Data		Total Data
			Meaning Equivalent	Meaning Not-Equivalent	
1.	Transference	8, 10, 21	1	2	3
2.	Neutralisation	48	1	-	1
3.	Cultural Equivalent	1, 5, 6, 7, 9, 11, 12, 14, 17, 19, 29, 31, 46, 47, 52, 53, 59, 64, 65	17	3	20
4.	Functional Equivalent	16, 23, 24, 25, 44, 45, 54, 55, 56, 62, 63, 68	6	6	12
5.	Descriptive Equivalent	-	-	-	
6.	Synonymy	4, 13, 18, 20, 22, 30, 49, 61, 66, 67	8	2	10
7.	Through-Translation	-	-	-	
8.	Shift	8, 50	-	2	2
9.	Paraphrase	2, 15, 51, 57, 58, 60	3	3	6
10.	Translation Note	26, 27, 28, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43	14	-	14

From the table above, it can be understood that the most used Translation Procedures in *DreadOut* and *DreadOut 2* was Cultural Equivalent, which was

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being used 20 times in total. With 85% of the procedure was equivalent in meaning between source and target language. In the second position as the most used Translation Procedure was Translation Note; used as many as 14 times. While it being the second most used and having 100% meaning equivalent, as those were mainly just note for clearing things up a bit, this procedure is not as impressive as it might sound. The third most used Translation Procedure was Functional Equivalent, with it being used 12 times, with 50% of it was meaning equivalent. The next position is occupied by Synonymy as it was being used 10 times, with 80% of it was meaning equivalent. Paraphrase was being used 6 times, with 50% of it was meaning equivalent. Transference was being used 3 times, with 33% of it was meaning equivalent. Shift was being used 2 times. While Neutralisation was used 1 times in *DreadOut* and *DreadOut 2*.

These are the analysis of data sample:

Translation Procedures: Transference

Dialogues	**Common Component**	**Diagnosis Component**	**Meaning**
SL: *Lingsir wengi sliromu tumeking sirno* *Ojo tangi nggonmu guling.* *Awas ojo ngetoro.* *Aku lagi bang wingo wingo.* *Dadyo sebarang* *Wojo lelayu sebet.* *HAHAHAHAHAHA* TL: *Lingsir wengi sliromu tumeking sirno* *Ojo tangi nggonmu guling.* *Awas ojo ngetoro.* *Aku lagi bang wingo wingo.* *Dadyo sebarang* *Wojo lelayu sebet.* *HAHAHAHAHAHA*	**+** a song full of horror and supernatural aura	**SL** + lyrics of a song **TL** + lyrics of a song	*Lingsir Wengi* is a Javanese folk song that is usually used as a soundtrack from horror movies located in Indonesia, in this case, the song is being used to make the player feel as if they are in Indonesia. Both Indonesian and Engish version are using the same song. With that method, the players should be able to feel the atmosphere of the setting, thus making this data meaning equivalent.

As Transference means borrowing lexicon from Source Language to Target Language, in data no. 3, we can clearly see that Digital Happiness just transfers

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the lyric of *Lingsir Wengi* from Indonesian to English. This is an understandable procedure to take as translating with other procedures would likely result in lost in meaning.

Translation Procedures: Neutralisation

Dialogues	**Common Component**	**Diagnosis Component**	**Meaning**
SL: [Possessed Ira] Udah kenalan sama Susi belum? Kenalin Linda, ini *Susi*. TL: [Possessed Ira] But have you met Suzie yet? Say hello to Linda, *Suzie.*	+ name	**SL** + a name of a person **TL** + a name of a person	According to ourbabynamer.com, the name Suzie in 2018 ranked as the 5411th most popular girls name in United State. It was once much higher than this, Suzie once was in the position of the 794th most popular girl name in 1962. Although it has its upwards and downward momentum, but the trend of naming baby as Suzie is in decline in recent years while the popularity of the name itself is on the rise. On the other hand, the name Susi is not even searchable in baby naming services or name searching services such as babycenter.com, ourbabyname.com, and dataye.com. This shows that the translators are using

Although it may look like Transference as the lexicon in question is a name, it is actually Neutralisation. This is because the lexicon has been slightly modified to Target Language, from Susi to Suzie. As it is more common for Target Language readers to name their doll Suzie instead of Susi. Neutralisation because using Susi would make the TL players feel strange or disconnected from the story.

Translation Procedures: Cultural Equivalent

Dialogues	**Common Component**	**Diagnosis Component**	**Meaning**
SL: [Shelly] *Sotoy!*	+ behaves like		*Sotoy* is slang word, a short

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TL: [Shelly] *Know it all!*	the they know everything + brag about the said thing + used as an insult to the said person		version of *sok tau loe ya*, which literally means 'you act like you know everything'. English also has the same version of it, which can be used in almost same situation; Know-it-all. This choice of word making the meaning of both version equal, as the English player would understand the Shelly's intention just like Indonesian players would.

Word *sotoy* does not exist in TL as a lexicon. As it is a slang word to *sok tau loe ya*. It is often used to mock a person that is talking too much without actually knowing what they are talking about. It is a culturally bound lexicon thusly needed either explanation, functionally equivalent, or culturally equivalent lexicon in TL. The translators' team at Digital Happiness was using Cultural Equivalent to translate the lexicon. They settled for *know-it-all*. Although it may seems like Functional Equivalent, know-it-all is a complete word and does not serve as a functional replacement. According to Cambridge Dictionary, the word *means a person who thinks that they knew more than another person.*

Translation Procedures: Functional Equivalent

Dialogues	**Common Component**	**Diagnosis Component**	**Meaning**
SL: [Pecel Lele Hawker] Kita belum... Oh, buat dia? Dua porsi? *Asyaapp* TL: [Pecel Lele Hawker] Sorry, Miss... We're not... Is it for Street Sweeper Lady? She wanted two portions? *No problem.*	+ cue + mark that a person is ready to do something + willing to do something	**SL** + slang word **TL** - slang word	*Ashiaaap* was created as a slang word for *siap* in Bahasa Indonesia. It was born as jargon for Atta Halilintar, a famous Indonesian Youtuber, it went viral and stuck out to Indonesian people as a more informal and casual version of *siap*, which means ready or okay. As English does not undergo the same lexical change as Bahasa Indonesia, using a lexicon that has no cultural

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			bond, such as *no problem*, to translate the word could be the best idea.

Translation Procedures: Synonymy

Dialogues	**Common Component**	**Diagnosis Component**	**Meaning**
SL: [Fortune Teller] Tenang saja Linda, kamu <u>*aman di sini*</u> TL: [Fortune Teller] It's alright, <u>*don't rush it*</u>	+ free from danger + safe + hidden + suggestion to be careful	**SL** + reasurement that a person is in a safe place **TL** - reasurement that a person is in a safe place	Although *aman di sini* does not contain any cultural meaning and can be translated as simply *safe here*, but the translator was using *don't rush it* instead. The result of this peculiar choice is the meaning doesn't transfer well to Target Language, making it not-equivalent.

It can be said that Synonymy is just like Functional Equivalent. It replaces the SL lexicon with another lexicon in TL with the same or close to the same meaning. The main difference between the two is that a translator can only use Synonymy if the lexicon in SL does not contain any cultural meaning.

Translation Procedures: Shift

Dialogues	**Common Component**	**Diagnosis Component**	**Meaning**
SL: [Linda's Housemate] Iya enggak sih menurut lo? TL: [Linda's Housemate] This place is crap...		**SL** + question **TL** - statement	Shift in this data is a shift in term of sentence structure. From a question to a statement. The deviation of the meaning is far too great. *Iya enggak sih menurut lo?* can easily be translate into 'Whad'ya think?' but the translation team of Digital Happiness wasn't doing a particularry great job and changing the meaning completely. Making the sentence not-equivalent in meaning.

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Translation Procedures: Paraphrase

Dialogues	**Common Component**	**Diagnosis Component**	**Meaning**
SL: [Landlady] *Ingat ulah pohok*! TL: [Landlady] *Don't forget to pay your rent this month.*		**SL +** caution to pay the rent **TL +** caution to pay the rent	In this sentence, the translation team expanding the context. Making it easier for English players understand.

While Paraphrase may suggest that it means shortening the lexicon or text in SL and making it more compact in TL, it is actually the exact opposite. Paraphrase means expanding or giving more context in TL.

Translation Procedures: Translator Note

Dialogues	**Common Component**	**Diagnosis Component**
SL: **Babi Ngepet** Berwujud babi hutan. Seseorang yang menggunakan ilmu hitam untuk meraih kekayaan. Saat menjadi babi, ia dapat menarik uang dari rumah-rumah sekitar yang dilewatinya. TL: **Babi Ngepet** Someone who gained wealth through the practice of black magic. In their wild-hog form, they are able to drain money from surrounding houses which amasses near their current location.		**SL** + explanation about Babi Ngepet **TL** + explanation about Babi Ngepet

Translation Notes are literally just notes that the translator left to the player as an explanation of a culture-specific term. In those data, the translators left notes for every ghost in order for TL players to understand what is going on with the ghosts.

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Discussion

After analyzing the video games using the Translation Procedures theory provided by Peter Newmark, it was found that Digital Happiness when translating DreadOut and DreadOut 2 was using eight out of ten procedures. First Translation Procedure that was peoposed in Newmark's theory and being used in these two games was Transference. This procedure was rarely used in the translated work. The only time when Transference was used is when translating ghost names or something similar to that. Neutralization is basically and adapted version of Transeference, and just like Transference, Neutralisation was also rarely used in translating DreadOut and DreadOut 2. Cultural Equivalent requires the translators to find the culturally same lexicon or word in TL. This Translation Procedure was the most used by the translators' team at Digital Happiness. With 20 times in total, it means, it contributed in 29.5% of the total translation. With the accuracy of 85%, this research can confidently said that this was the most reliable way to translate lexical gaps.

Almost like Cultural Equivalent, Functional Equivalent requires the lexicon in SL to be cultural. Although, rather than finding a culturally equivalent lexicon, Functional Equivalent replaces the cultural lexicon with a non-cultural lexicon. It can be said that Synonymy can be used in the same as manner Functional Equivalent. It replaces the lexicon from SL with another lexicon that is not the exact translation of it but has a similar function or meaning in TL. Shift adjusts the lexicons to match TL. It could be the grammatical rules, or word replacement, or it could be a rearrangement of word position. Shift could also be used to overcome lexical gaps by adjusting the structure of the text to better match TL. Using Paraphrase means expanding the lexicon in SL to give it better context in TL. It should be used to translate an anonymous text or lexicon that lacks content if directly translated to TL. The translators' team at Digital Happiness was using it

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quite a lot in DreadOut 2 as in that game, characters were not speaking in full context. Translator Notes is just like the name implies. The translator left notes to the reader in order to explain a culture-specific lexicon. The translators' team at Digital Happiness uses it frequently to explain what ghosts actually are and the lore behind them. It can be understood that the translators' team at Digital Happiness was using almost all Translation Procedures provided by Newmark's theory except two, Description Equivalent and Through-Translation.

D. CONCLUSION AND SUGGESTION

Conclusion

This research found nine out of ten Translation Procedures in DreadOut and DreadOut 2. Based on the data analysis result, 68 total dialogues that includes lexical gaps in DreadOut and DreadOut 2 were found. There are three data that had been translated using the Transference procedure with 33% accuracy. One data with 100% accuracy had been translated using Neutralization procedure. A total of 20 data had been translated using Cultural Equivalent procedure, which means Cultural Equivalence was the most used translation procedure used in the game and with impressive 80% accuracy making it the most reliable way to translating lexical gaps based on this research. A total of 12 data had been translated by using Functional Equivalent with measly 50% accuracy. A total of 10 data with 80% accuracy had been translated using Synonymy. There were 0 data that had been translated using Through-Translation. There were 2 data that had been translated using Shift procedure. There were 6 data that had been translated using Paraphrase procedures. And finally, there were 14 data that had been translated using Translator Notes.

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