LOAN-ADDRESS TERMS TO ENHANCE ATMOSPHERE OF SOURCE NOVEL IN TARGET NOVEL

Ester Jakindo[1]; Ilza Mayuni[2]; Yumna Rasyid[3]

[1,2,3] Applied Linguistics, Post Graduate, State University of Jakarta
Jl. Rawamangun Muka, RT.11/RW.14, Rawamangun, Jakarta 13220, Indonesia
[1]esterjakindo@gmail.com; tu.pps@unj.ac.id;

ABSTRACT

The objective of this research was to analyze how English address terms in "The Princess Diaries" were translated into Indonesian in "Buku Harian Sang Putri", which published eight times that might indicate its popularity among Indonesian enthusiasts. This research applied content analysis method, particularly the theory of address terms postulated by Braun and Kridalaksana also the theory of translation strategies proposed by Baker, Newmark, and Vinay and Darbelnet. The data were both target and source address terms in dialogs. The address terms were grouped into subsets of the unit for analysis. The result shows English address terms are translated into 11 Indonesian address terms and 'konstruksi kepemilikan' by using ten translation strategies. The research also shows that loan-address terms (full-loan and scattered-address terms) are chosen as a strategy to enhance the novel's source atmosphere though they distort the target culture to some extent. To conclude, address terms aren't always translated into address terms and pragmatic meaning's distortion happens though various translation strategies are applied. It is necessary to conduct research on how to minimize loan address terms to maintain the source novel's atmosphere without distorting the pragmatic meaning of Indonesian culture.

Keywords: translation strategies, address terms, equivalent, pragmatic meaning

INTRODUCTION

Translating culture-specific words is considered as one of the biggest challenges in works of translation. This phenomenon can also be observed in novel translations. A novel depicts a life of people whose story is penned to send messages to their readers. These messages are exchanged in dialogs by the characters, and they exchange address terms. Address terms are language-culture specific since they carry pragmatic-based-culture meaning in certain situations. Most natives automatically know how and when they use address terms. As the situation changes, the address terms might change too. That is why the use of address terms can show how the addresser and addressee relate to each other, how they feel and think. Most translators may not be able to translate address terms automatically, cultural differences can be their stumbling block. They need to apply appropriate translation strategies in order to maintain address terms' pragmatic meaning. In a way, they must make sure that their translations are both formal and dynamic equivalent. Once this is achieved, the translation might sound natural for target readers. On the other hand, inappropriate translation strategies might hamper the target readers' comprehension in understanding the target novel. These arise the need to conduct this research which objective is stated in this question: "How is English address terms in *The Princess Diaries* translated into Indonesian in *Buku Harian Sang Putri?*"

Theories of translation have developed progressively. House (2016) defines translation as, "an act to produce and reproduce a text in which the translator should create equivalent between the source and target text." It is said to produce a text because the translator must faithfully write a text based on

the source-text writing's purposes. He/she reproduces the text on the target language by taking both target culture and target readers into his/her consideration. To achieve this, Nida proposes formal equivalent and dynamic equivalent (Kuswarini, 2016). Formal equivalent deals with keeping the content and form of source messages in target text while dynamic equivalent aims at achieving they are being natural in the view of target readers. A Translator, therefore, must have not only a profound knowledge of both source and target language but also the differences lie on them (Napier, 2016). These can be achieved by the use of appropriate translation strategies.

Strategies and procedures can be used alternately in translation studies. Newmark (1988); Vinay and Darbelnet (2000) prefer 'procedure' to 'strategy' terminology (Luong, 2016) while Baker (1994) would like to have the opposite one. According to them, a translation strategy is a bridge to connect the gap between what in the source text and what in the target text. They might be different in terminology and what they offer but they have some similarities. The strategies are summarized in Table 1.

Table 1 Comparison and Contrast of Translation Strategy Proposed
by Baker, Newmark, and Vinay-Darbelnet

Baker Translation strategies	Newmark Procedures	Vinay-Darbelnet Procedures	Remark
1. Addition	1. Literal translation	1. Literal translation	Newmark's and Vinay-Darbelnet's concept of literal translation are similar.
2. Omission	2. Transference	2. Borrowing	Newmark's concept of transference has similar concept with that of Vinay-Darbelnet's borrowing.
	3. Cultural equivalent 4. Descriptive equivalent 5. Synonymy	3. Equivalence	Newmark's concept of cultural equivalent, descriptive equivalent, and synonym have similar concept with that of Vinay-Darbelnet's equivalent.
	6. Through-translation	6. Calque	Newmark's concept of through translation has similar concept with that of Vinay-Darbelnet's calque.
	7. Shifts or transposition	4. Transposition	Newmark's concept of shift or transposition has similar concept with that of Vinay-Darbelnet's transposition.
	8. Modulation	5. Modulation	Newmark's and Vinay-Darbelnet's concept of modulation are similar.
	9. Recognised Translation 10. Paraphrase 11. Componential Analysis 12. Couplets 13. Naturalisation	7. Adaptation	

Based on the comparison, Newmark's and Vinay-Darbelnet's concepts of translation strategies have more similarities than Baker's. Newmark's strategies are more various than Baker's and Vinay-Darbelnet's. Some concepts have a different terminology while others have both different terminology and concept. 'Literal translation', 'transposition', and 'modulation' are examples of translation strategies with similar concept and terminology. On the other hand, 'transference' (Vinay-Darbelnet refer to this as 'borrowing') and 'through-translation' (calque by Vinay-Darbelnet) exemplify similar concept but different terminology. Another example is found in equivalent, Newmark groups 'equivalent' into three groups, namely 'cultural equivalent', 'functional equivalent',

and 'descriptive equivalent'. Vinay-Darbelnet refers this as 'equivalent'. They have the similar concept about 'equivalent'. The three of them offer other translation strategies, which are different from one another in terms of concept. 'Synonymy', 'through-translation', 'recognized translation', 'paraphrase', 'componential analysis', 'couplets', and 'naturalization' are introduced by Newmark. Vinay-Darbelnet offers adaptation to render text. To have textual equivalence, Baker suggests translator use 'omission' and 'addition'. The theory of translation of Newmark, Baker, and Vinay-Darbelnet is used and they complete each other. Sometimes, translators might need to apply several translation strategies not only from one scholar but also from some scholars.

The intention of a translator will lead to do either 'foreignization' or 'domestication (Olk, 2013). The intention to preserve distinctive qualities of the source text is leading the translator to 'foreignization'. Translator secures source culture to certain cost or any cost at all. 'Domestication' shows the translator's intention to involve the target culture as much as possible. The translator will replace foreign characters of with accepted characters of the target culture. Theories of address terms are mostly rooted from certain linguists. Roman empire was first known to differentiate pronouns used as address terms used by the empire and its family from its people. Hundred years later, Brown-Gilman (Cook, 2014) has introduced these into symbols of T/V, pronouns of power and solidarity. Form T is used to address less powerful addressee while form V is used to address more powerful addresser. Attributes of power are manifested in age, social status, role in society, occupation even in gender. Power may be solidary as in parents' power over their children or not solidary as in less-seen boss over his/her subordinate.

Having this as the cornerstone, English and Indonesian address terms are developed. Braun (1988) seems to first specifically discuss kinds of terms of address based on theories of Brown-Gilman and Ervinbraun-Tripp. Braun (1988) says that "address terms are the linguistic reference to address collocutor". They are not reciprocal since address used to address A by B cannot be used by B to address A. Years later Kridalaksana (Misnawati, 2017) says that address term is a word or phrase used to refer a collocutor in a conversation. Its use is dependable on collocutors' relationship. Their feeling and thoughts (as in their intention) contribute to the use of address terms; it must be appropriately used to keep the conversation going (Wibowo & Retnaningsih, 2015). In addition, the term of address is one of the politeness markers, one without which, a collocutor might decide to discontinue translator's willingness to converse to the other collocutor (Rahayu, 2014).

Table 2 shows comparison and contrast between English terms and Indonesian terms. It is clear that culture plays an important role to differentiate those two terms. English language system has more terms than Indonesia. It does not mean that Indonesian address terms are neither more complete nor more specific than English address terms. It shows that address terms are language and culture-specific.

Table 2 Comparison and Contrast between Indonesian and English Address Terms

Indonesian Address Terms		English Address Terms	
Terms	**Sub-terms**	**Terms**	**Sub-terms**
1. Pronoun *Pronomina*	Single second person pronoun *Pronomina orang kedua tunggal* (e.g. *kau, engkau, dikau, Anda*)	1. Pronoun *Pronomina*	*Single second person pronoun (You)*
	Plural second person pronoun *Pronomina orang kedua jamak* (e.g., *kalian, kamu sekalian*)		*Plural second person pronoun (You)*
2. *Name* Nama	First name *Nama pertama*	2. *Name* Nama	*First name*
	Nick name *Nama panggilan Paraban*		*Nick name* -

Table 2 Comparison and Contrast between Indonesian and English Address Terms (Continued)

Indonesian Address Terms		English Address Terms	
Terms	Sub-terms	Terms	Sub-terms
3. Kinship terms *Istilah kekerabatan*	Blood related kinship *Istilah kekerabatan karena hubungan darah* (e.g. *ayah*, *ibu*)	3. Kinship terms *Istilah kekerabatan*	Blood related (dad, mom)
	Marital relatedkinship *Istilah kekerabatan karena hubungan perkawinan* (e.g. *bu le*, *pa le*)		*Marital related* (uncle, aunt)
	Fictive *Istilah kekerabatan fiktif* (e.g. *bu*, *nak*, *de*)		Fictive (*ma'am*, *kid*)
4. Title and status *Gelar dan pangkat*	Ascribed title	4. General title *Gelar umum*	*Male* (*Mr.* + *Family name*)
	Gelar kebangsawanan (e.g. *Gusti Pangeran*, *Kanjeng Ratu*)		
	Occupational terms *Istilah pekerjaan* (e.g., *Haji*,*dok*)		*Married female* (*Mrs.* + *Family name*)
	Friendship *Istilah pertemanan* (e.g. *teman*)	5. Title *Gelar*	Inherited (*Princes* + *Name*)
			Achieved (*Prof* + *Name*) *Ascribed* (*Sir* + *Name*)
		6. Abstract noun *Nomina Abstrak*	*Your Excellency*
		7. Occupational terms *Istilah kekerabatan*	e.g.*, doc*.
		8. Words for certain types of relationship *Sapaan untuk hubungan tertentu*	e.g., *guys*
5. Terms of endearment *Ungkapan rasa sayang*	adjective (e.g.*sayang*)	9. Terms of endearment *Ungkapan rasa sayang*	e.g., *honey*
	Noun phrase to show endearment *Frasa nomina yang digunakan untuk mengungkapkan rasa sayang* (*si* Nina)	10. Words for the addressee's relation to another person *Istilah untuk hubungan mitra tuturdengan orang lain*	e.g., *Andres'smom*
	Noun phrase sounding negative but intending positive *Frasa nomina yang terdengar negatif tapi bermaksud positif* e.g. *Cah Elek* noun+*ku* (e.g., *anakku*)	11. Zero terms *Ciri nol*	Ø
		12. Mockery terms *Ejekkan*	e.g., *fool*
6. Form *pe+verba* *Bentuk pe+verba*	e.g., *pe+nonton (verb)→penonton*	13.	e.g., a mother call her baby, 'mama'
7. Determiner this and that *Fakta dieksis*	e.g., *sini*, *situ*	Address inversion *Sapaan kebalikkan*	
8. Noun or nominalized noun *Kata benda atau kata yang dibendakan*	e.g., *Yang Mulia*		
9. Mockery terms *Poyokan*	e.g., *setan alas*		
10. Zero terms *Ciri nol*	Ø		

Table 2 shows the comparison and contrast between Indonesian and English address terms. The most highlighted terms of address based on the chart are 'second person pronouns', 'general title', 'determiner', '*fakta dieksis*' and 'address inversion'. They are said scattered-related since the certain concept of Indonesian address terms are found in the certain concept of English address terms. To give you some examples, the abstract noun in English address terms can be compared to '*kata yang dibendakan*' and 'words for certain types of relationship' can be compared to '*gelar dan pangkat*'. Others can be said similarly conceptualized. One of them is 'mockery terms' has the same concept with '*poyokan*'. Both of them refer to address term used to insult an addressee. Some of English address terms at the time Braun postulated English terms are not discussed yet.

The research conducted by Rifai and Prasetyaningrum (2016), for instance, show that mockery terms are English address terms to insult an addressee. Once the addresser thinks that the addressee is a low person or is disrespecting, the addresser uses mockery terms to show how annoyed the addresser is. The other one is 'zero terms' (*ciri nol*) is not included as a term of address by Braun yet it is considered as a term of address in a study by Revita (2013). This shows that theories of address terms develop and its research does not lose its charm. An interesting fact of Indonesian kinship term is *paraban* (Ngalimun, 2016), it is kind of name calling used to mostly address children based on either their distinctive physical characteristic or personality trait. It is not offensive though it might be like 'si endut' since there is high solidarity between addresser and addressee. English language system does not have this type of term. Therefore, address terms can be understood as a linguistic reference to address an addressee to show an addresser's relationships, feelings, and thoughts. An addressee can know whether he/she is respected or underestimated by the use of address terms. The third party may be informed whether they are blood-related as both the addressee and the addresser are talking. The addresser might also send information of his/her social status to the addressee. Address terms are culturally various in their subtypes while their types might be universal. It can be said that address terms have pragmatics-culture meaning.

These address terms are in dialogs in speech acts, similar to a spoken message. This message becomes a speech act whenever the hearer does the speech uttered by the speaker. Research conducted by Rohmadi (2014) shows that both speaker and hearer use of terms of address to get the message across. They can be found in locutionary, illocutionary, and perlocutionary acts. They have a communicative function such as to give information, state orders,or offer advice. These speech acts are not isolated moves in communication yet they appear in conversations, a more global unit of communication. This interaction has not only contexts and purposes but also participants. Related research has been conducted regarding address terms. Widyastuti (2015) talks about pragmatic equivalence in translating English address terms to Indonesian address terms in the subtitle. The data is Indonesian address terms in the subtitle of *SpongeBob* the movie. Translation strategies used are the ones specifically used in subtitling by Gottlieb. The result is three out of ten strategies are used to translate English address terms to Indonesian address terms. Certain target terms are 'forced' to use source address term pattern.

Zaman, Nababan, and Djatmika (2018) do translation research by examining greetings and verbs in accommodating honorific expression in kinship terms, personal pronouns, and non-kinship terms. The data is taken from the novel written in the Javanese language by Okky Madasari. The Javanese language is known to have speech levels: *ngoko, madya,* and *karma*. Each level has its own level of courtesy. The result is addressee honorific is identified in family kinship, relative kinship, personal pronoun, general society, occupational term, religion term, and local custom term. Some richness of source language is not shown in the target language. The two researches show address terms are language-culture-specific words. The first research uses translation strategies specifically used to translate subtitles while the second one does not discuss the translation strategies used to translate address terms in a novel. Its research's focus is in terms of greetings and verbs in Javanese novel. This research focuses on translation strategies used to translate English terms in the novel titled *Princess' Diaries* and their Indonesia terms in *Buku Harian Sang Putri*.

Address terms play an important role in understanding the source novel. Their presence carries an aspect of emotions each character has in a novel. They can show how each character relate to each other which can be used to build up a story of a novel. It is important for the translator to appropriately present the culture of source culture to target readers since it might help them not only to comprehend the target novel but also help them while they visit or stay in the source country. It is also important for the translator, at the same time, to show that the target culture should be preserved as a national identity. As English seems to be the third most spoken language, English novels are mushrooming, and studies regarding this should be encouraged. *Princess' Diaries*, a novel by Meg Cabot, is one of the phenomenal novels since it is not only a worldwide bestseller novel but also has been adapted into a box office movie. In Indonesia, *Buku Harian Sang Putri* translated by Donna Widjajanto has been translated eight times, which may be the indication of its popularity among Indonesian checklist enthusiasts. Equally important, this novel is assumed to have various types of address terms. It involves life as a royal person, a teenager who is bullied by her friends and whose mother dates her teacher. The tone is comedy and satire in view of a teenager. It involves not only culture but also psychology aspects. That discussion arises the interest of the research to do research on translating English terms address. The objective of this research is to answer the question of "How English address terms in *The Princess Diaries* are translated into Indonesian in *Buku Harian Sang Putri*?

METHODS

Based on the background mentioned, the sources of data in this research are both source texts in *The Princess's Diaries* and Indonesian texts in *Buku Harian Sang Putri*. The data is all address terms both in source and target texts. The phenomenon analyzed is the English address terms in The Princess Diaries and their translation in the Indonesian language that the translator used in *Buku Harian Sang Putri*. The focus of the research is how English address terms are translated into the Indonesian language. For that purpose, first, the texts purposively turn into units of dialogs based on contexts and purposes. Units of dialogs then are turned into an utterance in which address terms are exchanged called as a translation unit. Second, the data is grouped to restrict the observation. The data is classified into subsets of a unit. This classification is executed by applying relevance-sampling strategy and based on statistics or concepts that would be a representative of a unit or population. Third, having the recorded data, the amount of data is ensuring to be analyzed. Next, the research analyzed the data by having analysis construction which result can be deductively deduced including data tabulation with statistics. This research applies the content analysis approach because this approach could provide an accurate-systematic description of a phenomenon qualitatively studied (Krippendorff, 2018). It enables this research to make replicable and valid inferences from texts (or other meaningful matter) to the context of their use. The research implements data triangulation to check validation of data. Things required in both method and theory triangulations have been carried out.

RESULTS AND DISCUSSIONS

The research found that English address terms are translated into sixteen non-address terms or '*konstruksi kepemilikan*' and 11 Indonesian address terms. The translator applies ten translation strategies, all of which is a combination of concepts of Baker (1994), Newmark (1988), and Vinay and Darbelnet (2000). These address terms are found in 23 dialogs. These dialogs consist of 183 speech acts. In these 183 speech acts, there are 371 valid address terms.

Figure 1 shows that there are 11 address terms which are found in this research. These terms are fallen into two categories; they are non-loan address terms and loan address terms. Non-loan address term refers to address terms which are found in the target language. Loan address term refers to address terms, which seems to be loaned from the source language. While Figure 2 reveals translation strategies that the translator of The Princess's Diaries used to translate English terms into Indonesia language. There are 11 strategies, all of are in line with what Newmark(1988), Vinay and Darbelnet (2000) and Baker (1994) have offered as translation strategies. In that regard, literal translation strategy takes up the biggest portion among translation strategies because most of the terms of address found are second person pronoun. This address term is rendered by literal translation strategy.
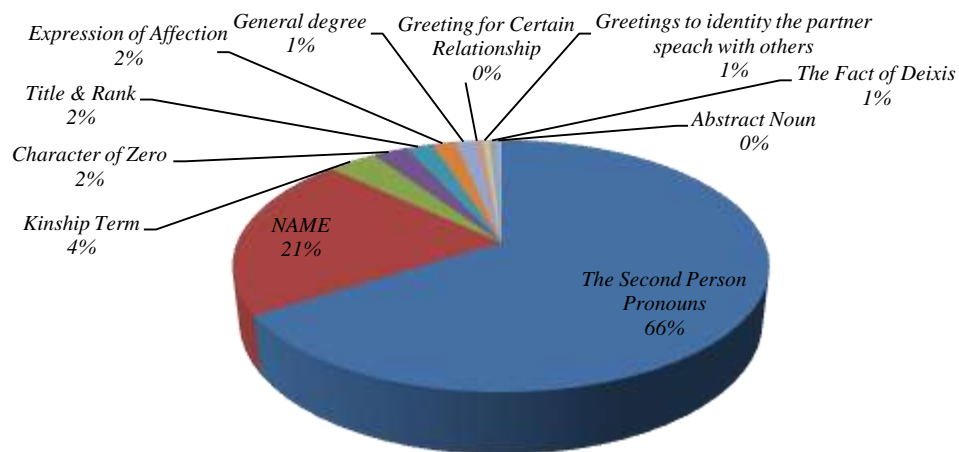

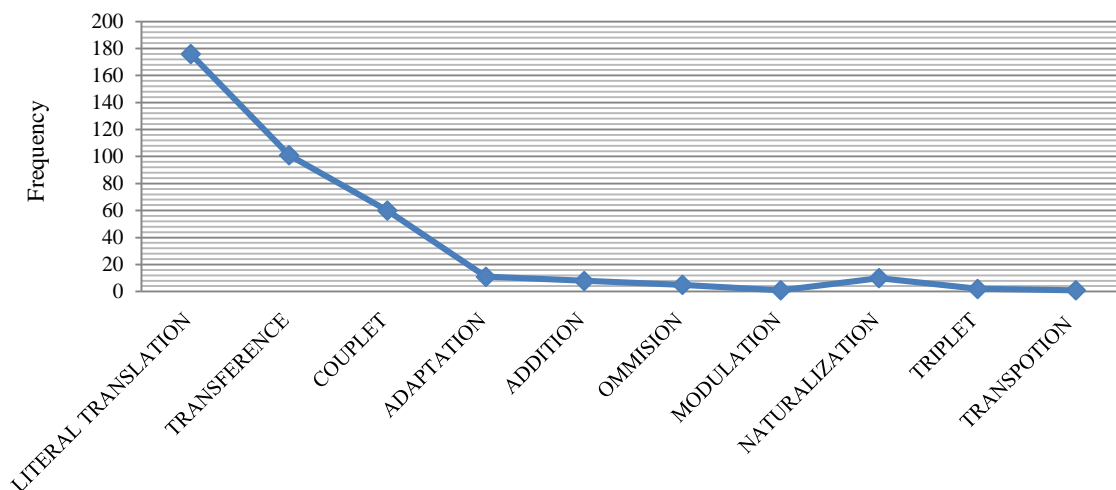Figure 1 The Translated of Greeting from Englsih to Bahasa Indonesia

Figure 2 Translation Startegies

The 66% of address term found is '*pronomina persona kedua'*. In each dialog, 'you', the second-person pronoun, is used. Whoever the addresser is, whatever the context or whatever the situation is, 'you' is reciprocal address term in English language system.

Figure 3 shows sub-terms of second-person pronouns in target novel. English second-person pronoun 'you' is translated into *'kau', '-mu', 'anda', 'kau-', 'kalian'* and *'semuanya'. 'Kau'* is the

most frequent Indonesian second pronoun found in this research. The translator almost translates 'you' into '*kau*' in almost any context no matter how the addresser and addressee relate. Indonesian second pronouns have more varieties compare to English second pronouns. Indonesia language system identifies '*pronomina persona kedua tunggal*' and '*pronominal kedua jamak*' while English language system identifies only one variety for both singular and plural form of the second-person pronoun. *Kau', '-mu', 'anda', 'kau-'* belong to '*pronomina persona kedua tunggal*' while 'kalian' and 'semuanya' belong to '*pronomina persona kedua jamak*'. Some rules seem to govern these variants. To the certain extent *'Kau', '-mu'* and '*kau*', are not dynamically equivalent translated. For example, '*kau*' is exchanged in all utterances uttered by Mia to her parents and grandparent. This phenomenon almost does not sound familiar for target readers the translator maintains these terms exchanged no matter who the addressee is. This approach is not common with Indonesian culture.
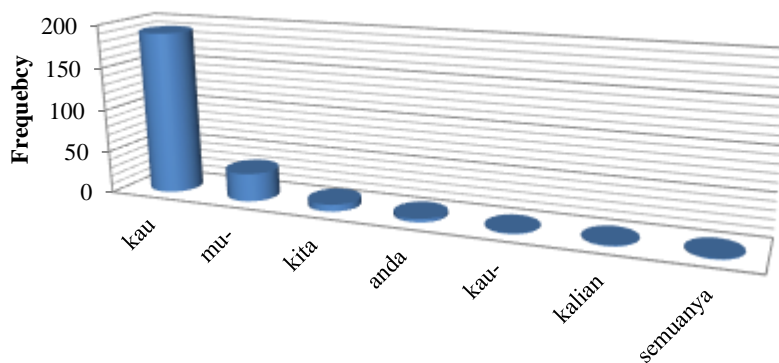

Figure 3 Plural and Singular Second-person Pronouns in Target Novel

Name (*nama*) is the second most frequent terms of address found. Sub-terms of name that is found from the most frequently appear to the least ones are *nama pertama* (first name), *nama panggilan* (nickname), *nama keluarga* (family name), *nama lengkap* (full name), and *nama panggilan+nama keluarga* (nickname+family name). *Nama pertama* is used 32 times in target novel. This term is mostly used between friends. Next, *nama panggilan* is exchanged between best friends. Parents also address their child by *nama panggilan*. Last is *nama keluarga*; the use of *nama keluarga* is very common in certain ethics of Indonesia. It is likely rarely found in the daily conversation between teenagers who have high solidarity. In this research, it is exchanged, for example, by friends who have both high and low solidarities. It is found in all utterances uttered by Michael to Mia, his junior. This seems not familiar among teenagers in Jakarta. In short, *nama* is terms of address to call an interlocutor. *Nama pertama*, *nama panggilan*, *nama keluarga*, *nama lengkap*, and *nama panggilan+nama keluarga* are varieties of names that can be found in not only Indonesian language system but also English language system. Figure 4 shows the subtypes of the name in the target text.
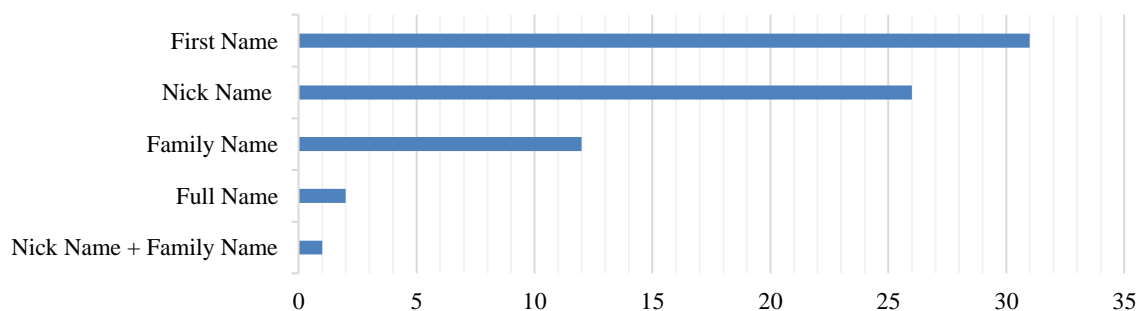

Figure 4 Subtypes of Name in Target Next

There are three categories of '*istilah kekerabatan*'. They are blood-related family, marriage-related family, and fictive-related family. These categories are found in this research. The blood-related family includes dad and mom. Dad is referred to biological father while mom is referred to biological mother. In the target novel, both parents have not got married yet. This fact does not eliminate the chance of using marriage-related kinship to address the mother's mother. In this research, she is referred to as 'grandmère'. Mia addresses her father's mother as 'grandma' in certain contexts while 'grandmère' in other contexts. Fictive kinship term is found in the target novel and will be discussed in other parts of the discussion. Simply said, '*istilah kekeluargaan*' is to show family relationships either by blood, marriage, or fictively related.

These discussions can be concluded that '*pronomina orang kedua*', '*nama*' and '*istilah kekerabatan*' match up to 'second-person pronoun', 'name' and 'kinship terms'. Another thing that can be said is that '*nama keluarga*' is likely rarely used in Indonesian daily conversation except in certain ethnic daily conversation.

The loan-address terms and non-loan terms are the terminologies used to categorize terms of address influenced by either source language system or target language system and terms of address with no significant influence from both of them. The loan-address terms refer to terms of address which are influenced by either source or target language system. They are full loan-address terms and scattered address terms.

In this research, there are two kinds of full loan-address term. They are tangible and intangible loan-address term. The tangible full loan-address term refers to full loan-address term whose written form is fully loaned from the source language while intangible full loan-address terms refers to full loan-address terms whose ideology is loaned from the source language. The most noticeable tangible full loan-address term can be noticed in kinship terms. All kinship terms found are loan address terms in this research. Mia, in target novel, addresses her parents with mom and dad. She addresses her grandmother, in the target novel, with either grandma in certain contexts while grandmère in other contexts. This perhaps is chosen as a strategy to enhance the atmosphere of the source novel in the target novel since the target language has their compatible address terms such as '*yah*' from '*ayah*' for 'dad', '*mah*' from '*mama*' and '*ne*' from '*nenek*' for 'grandma'.

Secondly, tangible full loan-address term is noticeable in general title. Indonesia language system does not recognize this term of address. 'Mr.+LN', 'ma'am', and 'sir' are general titles, which are loaned from English language system. For example, Mia addresses her teacher who is also her mother's boyfriend by 'Mr. Gianini'. It, thus, should sound '*Pa* Frank'. This goes along Rohmadi's research (2014) which shows that students address their teacher by target language, on the contrary, recognizes '*istilah kekeluargaan+nama pertama*'. 'Ma'am' and 'sir' are also loaned from English language system. The term 'ma'am' and 'sir' are not familiar for particular regions in Indonesia such as Yogyakarta (Kurniasih, 2005). 'Sir', in some Indonesian novels is used as an address term toward foreign Caucasian tourists (*bule*). The term 'sir' is equivalent to '*pa*' and the term 'ma'am' is equivalent to '*bu*'. Since the term 'ma'am' emphasizes social status, an Indonesian term that may describe the status is '*nyonya*'. Those three '*istilah kekeluargaan*' belong to fictive kinship term. Both '*pa*' and '*bu*' are examples of fictive-related family term. They are neither blood nor marriage related. The most noticeable intangible full loan-address term is the pronoun '*kau*'. It is the translation of 'you', the English second pronoun. The translator loans the ideology of 'you' in the target novel in almost any context and to any addressee where 'you' is found. In this study this is called as silent-loan address. The translator, for example, loans the ideology of 'you' as she uses '*kau*' when Mia addresses her grandmother. The following is the example:

"**Grandma**," I yelled. "How could **you**?" (P.184, d.18, u.146) which translated into
"**Grandma**," *teriakku. "Beraninya **kau**?" (H.251, d.18, u.146)

Addressing the mother's mother with '*kau*' is likely not a common practice of custom in the target culture. The more common one is '*nenek*'. Likely, this intangible full loan-address terms is chosen as the strategy to enhance the atmosphere of the source novel in the target novel. Though Indonesian language system has address terms that are compatible to those loan-address terms, the translator still loans those address terms and the ideology of 'you'. The translator likely uses the loan-address terms as a strategy to enhance the atmosphere of the source novel in the target novel. Unfortunately, this strategy seems to have some drawbacks; one of them is distorting the target readers' pragmatic meaning particularly the target culture.

The scattered address terms; their terminologies are loan from English terms of address by Braun. The terms are 'words for certain types of relationship', 'words for the addressee's relation to another person', 'abstract noun', and '*fakta dieksis*'. Unlike the other scattered address terms, *fakta dieksis* are a loan from target language to accommodate the concept of determiner 'this' found in English language. The example of 'words for certain types of relationship' or '*sapaan untuk hubungan tertentu*' is '*anak-anak*'. This is called scattered address terms because this address term is found in '*istilah kekerabatan*' whose variety is fictive-related family. Their relationship occurs because of guest-doorman relationship or strangers. This is a kinship term used to address by the doorman as Mia is entering the hotel door. This belongs to fictive kinship term. Following is the data:

> (SL) "No **minors**," the doorman said again, "unaccompanied by an adult." (P.27, d.3, u.11)
> (TL) "***Anak-anak** tidak boleh masuk," kata penjaga pintu tadi itu lagi, "kalau tidak ditemani orang dewasa.*" (H.47, d.3, u.11)

A minor is a person whose age is under the age of majority (Meriem, 2018). The majority age maybe 21 years old. '*Anak-anak*' is resonances inability to understand behavioral expectations and rules. Although, the two terms may suggest similar meaning and perhaps there is no alternative to replace '*anak-anak*', under Indonesian context the term might indicate an attempt to disparage a counterpart to communication.

> (SL) Finally…the concierge…asked, "Just who *is* your father, **young lady**?" (P.27, d.3, u.12).
> (TL) Akhirnya,...seorang petugas…bertanya, "Memangnya siapa sih ayahmu, ***Nona muda?***" (H.47 d.3, u.12).

Those are examples of '*gelar umum*'. '*Gelar umum*' is not found in target language system. This is called scattered address terms because this address term is found in '*istilah kekerabatan*' whose variety is fictive-related family. The term '*nona*' is a loan term from Ambonese language in Maluku Island, east part of Indonesia (Pieter, 1998). '*Muda*' in '*nona muda*' should be omitted because it is redundant. '*Nona*' refers to a girl who has not married yet (Kemdikbud, 2018). This term is uncommon in some parts of Indonesian area, particularly in Java and Sumatera Island. It is more common to hear '*de*' or '*mba*' as an address term to address a young girl. The term '*dek*' (*adik*) may imply an attempt to establish close bond relationship while at the same time infer a contrast between Mia (younger person) and doorman (older person). On the other hand, the term '*mba*' is also commonly used in formal situations or correspondence, including among officials for government communication contexts. Another alternative is '*nak*' since the doorman addresses her with '*anak-anak*'. Having this option, it seems that the term '*nak*' could be preferable and coherent with the previous conversation.

Next, 'words for the addressee's relation to another person' is also not found in Indonesian language system. The idea of '*istilah untuk hubungan mitra tutur dengan orang lain*' is loaned. This term, in Indonesian language system can be included in fictive kinship term of address. Here is the example.

(SL) Then he turned to my mom and said, "**You**'re **Mia's mother**? Oh my gosh, I thought **you** must be **her collage sister**," (P.205, d.21, u.161)
(TL) *Lalu Josh berbalik ke arah ibuku dan berkata,"**Anda ibu Mia**? Oh, ya ampun, Saya kira **Anda kakaknya yang sudah kuliah**," (H.280, d.21, u.161)*

The address term 'you' in the source language could indicate an egalitarian atmosphere. However, '*Anda*' suggests a formal terms to respect a person. Furthermore, mom and mother are translated into *ibu*. However, mom and mother have difference nuance in the source language. The first refers to close relationship whereas the second refers to formal speech. By contrast, *ibu* could be used to cover both close relationship and formal address terms.

Another example, 'abstract noun' refers to abstract quality of the addressee. This term of address is not found in Indonesia language system. '*Nomina abstrak*' is loaned to accommodate this idea. Indonesian language system recognizes '*kata yang dibendakan*'. This includes '*yang mulia*', for example:

(SL) "...It's a pleasure to meet you, Your Highness..." (P.205, d.21, u.162)
(TL) *"Senang bertemu dengan Anda, **Yang Mulia**," (H.280, d.21, u.162).*

The above mentioned examples are categorized as loan-address terms. They are Braun's (1988) concept of terms of address. In this research, they are used to demonstrate on how specific terms of address are. Some of them are fully loaned while others are scattered-related to Kridalaksana's (1982) concept of address terms. Non-loan address terms are 'pronomina persona kedua tunggal dan jamak' (the ones not discussed above) '*nama*', '*ciri nol*', and '*ungkapan rasa kasih sayang*'. These terms are pure concept of Kridalaksana (1982) as far as terms of address are concerned.

It is agreed that translation strategies function as a bridge to connect what is the source text and what should be in the target text. They have an important role for a translator to achieve both formal and dynamic equivalences. To translate eleven terms of address, 10 translation strategies are used. The following is the discussion of the first three translation strategies mostly used; they are literal translation, transference, and couplet.

The first translation strategy is the literal translation. Newmark (1988) has pointed out that literal translation should be applied if the translator is positive that the author unthreatened referential and pragmatics equivalences to the source text. This strategy takes up 49% of translation strategies used. All 'second-person pronouns' and 'words for the addressee's relation to another person' are translated by literal translation. In this research, the literal translation is only found in word level.

Between 'second-person pronouns' and 'words for the addressee's relation to another person', only 'second-person pronouns' is not fully secured referential and pragmatics equivalences to source, it is only 76,73% equivalent. There is an issue with pragmatics equivalence. This occurs as the translator has '*kau*' as pragmatics equivalence to an addressee who have more power than an addresser. '*Fakta dieksis*', a loan-address term from target language, is a term of reference according to Kridalksana (1982). This is translated by using literal translation; it is equivalent with '*ini*'. In source language, this does not belong to any term yet it is used to address someone. Last is 'words for the addressee's relation to another person'. The translation of this term has no issue as of '*fakta dieksis*'. In brief, it can be said that literal translation is best used in translating 'second-person pronouns' and 'words for the addressee's relation to another person'. The thing should be highlighted is the translator must follow the rules of '*pronomina orang kedua*' use to keep 'you' have dynamic equivalent.

The second translation strategy is the transference. Translation of transference results in loan word. A target word will have the same form with its source word. Figure 5 address terms that are translated by using transference.
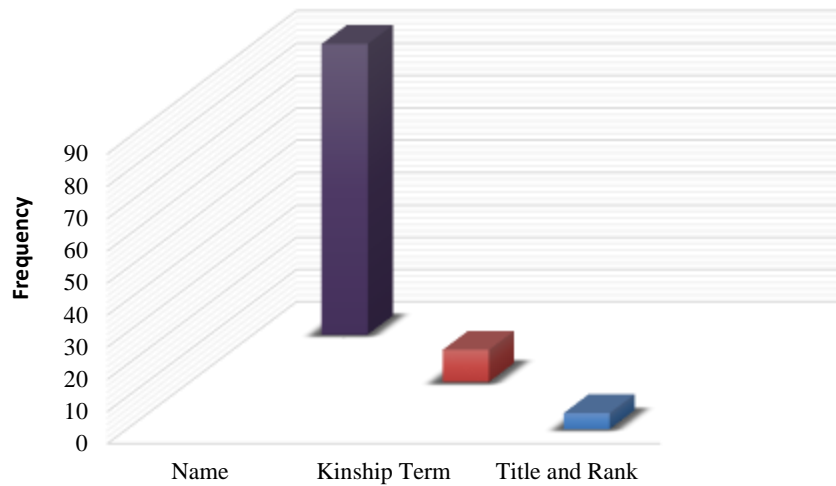

Figure 5 Address Terms Translated By Using Transference

Figure 5 shows terms of address translated by using transference. They are found in '*nama*', '*istilah kekerabatan*', and '*gelar umum*' as they are shown on the following figure. Transference is very common to translate any kind of names as Newmark (1988) has said. It is a bit unusual to loan '*istilah kekerabatan*' and '*gelar dan pangkat*' since these terms have their equivalence in target language.

(SL) And I was all, "Really, **Dad**?" (P.28, d.4, u. 14)
(TL) *Dan aku cuma bisa bilang, "Benar, **Dad**?"* (H.48, d.4, u.14)
(SL) And I said, "Oh, no, **Mr**. **Gianini**, it doesn't bother me at all. (P.10, d.1, u.2)
(TL) *Dan aku bilang, "Oh, tidak, **Mr. Gianini**, itu sama sekali tidak meresahkanku."* (H.23, d.1, u.2)

Both 'dad' and 'Mr.Gianini' have their equivalent in target language. 'Dad' is used to address a father of ego. In the target language, it is equal to 'pa' (*Papa*) or 'yah' (*Ayah*). By contrast, the term 'Dad' might be unfamiliar in some regions in Indonesia such as Yogyakarta (Kurniasih, 2005). Furthermore, in the source language, "Really, Dad?" may indicate an enthusiasm and curiosity. Such context could also be brought in Indonesian language with "*Masa sih, Yah*?" or "*Masa si, Pah*?". These alternatives are informal speech but commonly used in conversations. Furthermore, the construction 'Mr.+LN' (general title) can be used to address a teacher as in the source language. The translator, actually, can use '*istilah kekerabatan*+first name' (*Pa* Frank). This pattern is very common as it is shown by the research of Rohmadi (2014). Transference is best used to translate any kind of names. They are too specific to translate; thus, a translator can loan them from source language. Not only '*istilah kekerabatan*' but also '*gelar dan pangkat*' have their equivalence in the target language unless they are very specific.

The third translation strategy is the couplet. A translator has a big chance to use two translation strategies at the same time when translating culture words. Since terms of address are culture words, some of them must be translated by couplet strategy that can be seen in Figure 6.

- LT + TRANSPOSITION (Verb Phrase→Verb)
- LT + TRANSPOSITION (Verb Phrase→Noun)
- LT + TRANSPOSITION (Prepositional Phrase →Preposition)
- LT+ TRANSPOSITION (Noun Clause→Question)
- LT+ TRANSPOSITION (Prepositional Phrase→Noun)
- LT+ TRANSPOSITION (Sentence→Clause)
- LT + ADDITION
- LT + OMMISSION
- LT + MODULATION (Change of Subject)
- LT + MODULATION (Negative for Positive)
- TRANSFERENCE + ADAPTATION
- TRANSFERENCE + COMPONENT ANALYSIS

Figure 6 Couplet Strategies

Figure 6 shows couplet strategies that is found in this research. If these strategies are subcategorized, they are going to be 'literal translation + transposition/addition/omission/modulation' and 'transference + adaption/component analysis'.

(SL) "Who …? **Tank Girl**?" (P.128, d.14, u.99)
(TL) *"Memangnya...? **Gadis tank**?"*(H.180, d.14, u.99)

'*Gadis tank'* is one example of address terms, which is translated by using couplet strategy. It refers to the use of two strategies to translate a unit of translation that is 'Transfrence+component analysis'. 'Tank' is translated by using transference strategy while '*gadis*' is translated by using component analysis strategy. All in all couplet strategy is a combination of two strategies used at the same time. In this research, couplet strategies found are the combination of 'literal translation+other' or 'transference+other'. The first one takes up the biggest portion because it used to translate 'you'. In this research, literal translation is combined with transposition, modulation, omission, or addition. Transference, on the other hand, is combined with either adaptation or component analysis.

In the source novel, it seems that 'tank girl' is an address term to insult Mia's pus yellow hair colour by referring it to the hair of Rebecca Buck, the protagonist of a comic book entitled *Tank Girl*. However, when the translator of the *Princess Diaries* brought the term into Indonesian context and translated it into *Gadis* Tank, it loses the source pragmatic meaning. *Gadis* tank may refer to the strength of a girl as that of a tank. The protagonist of the comic book *Tank Girl* has the similar pragmatic meaning, but it is not the strength of the girl the address term refers to but the colour of the hair. The term 'tank girl' would preserve its source pragmatic meaning if the translator used triplet as follow, '*Gadis* Tank', *tokoh komik 'Tank Girl' yang berambut seperti kuning nanah*'. The triplet is transference which is combined with component analysis and gloss.

CONCLUSIONS

Preserving the meaning of a term from a source language and at the same time communicating the term with the equivalent meaning in a target language are both ideal objective of translations and substantial challenges in the process of a novel translation. Culture and social differences between the two languages are a substantial element that complicates the task. Although translators have many available translation strategies and techniques to encounter the culture and social differences, they may not always able to escape from the inability to harmonize the ideal objective in translation. Recognizably, a translator ought to resolve a dilemma to either preserve the meaning in the source language but distort the meaning in the target language or adjust the original meaning into the context of the target language that the source author might not intend to produce. A translator may face the dilemma in translating address terms. Presumably, the translator of *Buku Harian Sang Putri* encounters such a dilemma in translating English addressed terms in the novel titled *The Princess Diaries*.

This research applies content analysis approach (particularly the theory of address terms postulated by Braun and Kridalaksana and the theory of translation strategies proposed by Baker, Newmark, Vinay and Darbelnet) to analyze the English address terms and the Indonesian address terms that translator of *The Princess Diaries* used in *Buku Harian Sang Putri*. This research points out that the translator of *Buku Harian Sang Putri* applied 10 strategies in translating English address terms of *The Princess Diaries*. Despite the strategies she chooses, she seems not be able to preserve the source meaning and communicate the address terms in Indonesian language without distorting the pragmatic meaning of the target culture carried in the use of the target address terms. The translator used loan-address terms (both full-address and scattered-address terms) and non-loan address terms. Perhaps, the translator uses the loan-address as a strategy to enhance the source novel's atmosphere. However, this research points out the distortion pragmatic meanings in the target language. The translation of mom and mother into *ibu*; young lady into *nona muda*; and tank girl into *gadis* tank are some examples. To conclude, address terms cannot be always translated into address terms and pragmatic meaning distortion happens though various translation strategies applied. It is necessary to conduct a research on how to minimize loan address terms to maintain source novel atmosphere without distorting pragmatic meaning within Indonesian culture.

REFERENCES

Badan Pengembangan dan Pembinaan Bahasa Kementerian Pendidikan dan Kebudayaan Republik Indonesia. (2018). *Kamus Besar Bahasa Indonesia*. Retrieved from https://kbbi.kemdikbud.go.id/.

Baker, M. (1994). *In other words: A course book on translation*. London: Routledge.

Braun, F. (1988). *Terms of address: Problems of patterns and usage in various languages and cultures*. Berlin: Mouton de Gruyter.

Cook, M. (2014). Beyond t and v − theoretical reflections on the analysis of forms of address. *American Journal of Linguistics*, *3*(1), 17–26. https://doi.org/10.5923/j.linguistics.20140301.03.

House, J. (2016). *Translation as communication across languages and cultures*. Oxon: Routledge.

Kridalaksana, H. (1982). *Kamus lingusitik*. Jakarta: Gramedia.

Krippendorff, K. (2018). *Content analysis to its methodology* (4ᵗʰ Ed.). California: Sage Publication.

Kurniasih, Y. K. (2005). *Gender, class and language preference: A case study in Yogyakarta*. Retrieved from www.researchgate.net/profile/Yacinta_Kurniasih/publication/228909569_Gender_Class_and_Language_Preference_A_case_study_in_Yogyakarta/links/568235f408ae051f9aec66a7.pdf.

Kuswarini, P. (2016). Penerjemahan, intertekstualitas, hermeneutika dan estetika resepsi. *Jurnal Ilmu Budaya*, *4*(1), 39–47. Retrieved from https://media.neliti.com/media/publications/163215-ID-penerjemahan-intertekstualitas-hermeneut.pdf.

Luong, V. N. (2016). Semantic features of the Vietnamese translation of Shakespeare's "Romeo and Juliet". *International Journal of English Language & Translation Studies*, *4*(2), 46–62.

Merriam, G. (2018). *Merriam-webster English dictionary*. Retrieved from https://www.merriam-webster.com/dictionary/minors.

Misnawati. (2017). Kata sapaan bahasa Minangkabau. *Wacana Etnik Jurnal Ilmu Sosial dan Humaniora*, *8*(1), 17–26.

Napier, J. (2016). *Linguistic coping strategies in sign language interpreting*. Washington DC: Gallaudet University Press.

Newmark, P. (1988). *A textbook of translation*. London: Prentice Hall.

Ngalimun. (2016). Efektivitas komunikasi berkelanjutan budaya Jawa. *Jurnal Komunikasi Bisnis dan Manajemen*, *3*(5), 1–19.

Olk, H. M. (2013). Cultural references in translation: A framework for quantitative translation analysis translation analysis. *Perspectives*, *21*(3), 344–357. https://doi.org/10.1080/0907676X.2011.646279.

Pieter, D. T. & C. P. (1998). *Kamus bahasa Melayu Ambon-Indonesia*. Jakarta: Pusat Pembinaan dan Pengembangan Bahasa Departemen Pendidikan dan Kebudayaan.

Rahayu, S. P. (2014). Bentuk dan fungsi sapaan bahasa Perancis dalam novel Poil De Carotte Karya Jules Renard. *Jurnal Penelitian Humaniora*, *19*(2), 1–22.

Revita, I. (2013). Pengaruh budaya lokal dalam pilihan penggunaan kata sapaan berbahasa Inggris. *Wacana Etnik Jurnal Ilmu Sosial dan Humaniora*, *4*(1), 23–35.

Rifai, D. M., & Prasetyaningrum, S. T. (2016). A sociolinguistic analysis of addressing terms used in tangled movie manuscript. *Jurnal Penelitian Humaniora*, *17*(2), 123–134.

Rohmadi, M. (2014). Kajian pragmatik percakapan guru dan siswa dalam pembelajaran bahasa Indonesia. *Paedagogia Jurnal Penelitian Pendidikan*, *17*(1), 53–61.

Vinay, J, & Darbelnet, J. (2000). *A methodology for translation*. London: Routledge

Wibowo, R. M., & Retnaningsih, A. (2015). Dinamika bentuk-bentuk sapaan sebagai refleksi sikap berbahasa masyarakat Indonesia. *Humaniora*, *27*(3), 269–282.

Widyastuti. (2015). Penerjemahan tutur sapa dalam substitling dari bahasa Inggris ke bahasa Indonesia. *Prosiding Prasasti*, *Nov*(2), 447–453.

Zaman, M. N., Nababan, M. R., & Djatmika. (2018). Translation study of greetings and verbs in accommodating honorific expressions of Okky Madasari Novels. *Jurnal Pendidikan: Teori, Penelitian, dan Pengembangan*, *3*(4), 528–537.