

Exploring transference in the translation of proper names in Ratih Kumala's *Cigarette Girl*

Komang Rama Juliartha¹, Putu Desi Anggerina Hikmaharyanti^{1*}

¹Universitas Mahasaraswati Denpasar, Indonesia

*Corresponding Author. Email: putudesi812@unmas.ac.id

Abstract

This study explores the use of the transference translation procedure in translating proper names in the novel *Cigarette Girl* by Ratih Kumala. It aims to determine the frequency of transference translation procedure usage in translating proper names and to investigate the reasons behind the translator's decision to retain certain names unmodified. Using a qualitative descriptive method, data were collected from the English and Indonesian versions of *Cigarette Girl* through observation and note-taking, then analyzed descriptively. The results indicate that the transference procedure was used a total of 62 times in translating proper names. The highest frequency of transference application was found in the categories of personal names and personifications, with a total of 30 instances. The lowest frequency was in the category of unique event names, with only one instance. The primary reason for using the transference procedure was to preserve the specific meanings embedded in the original names.

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INTRODUCTION

Translation is a process of transferring one language into another (Larson, 1998), involving the meaning and nuance of both source language and the target language (Adi, 2022; Bueke, 2023). Moreover, translation has always had an important role for humans, including among other things, providing access to important texts in science and religion (Mala, 2017). Translation is also an activity that must be carried out with ability and knowledge (Sinaga, 2023) and connected with linguistic and cultural barriers (Amalia, 2016; Juhana, 2018; Mukhtarovna, 2020). Further, it requires a good understanding of both languages to achieve the goal and it demands specific expertise, not just a basic skill (Rahmatillah, 2017). As a result, translators play a significant role in the process of translating (Hermawan, 2018; Khristianto, 2016). The translators need to not only comprehend the arranged words but also the cultural and contextual connotations of the translated language. Their efforts make sure that even the intention, the manner of the message and the style of conveying the message gets well understood and closely related to by the target audience. Thus, the translator should possess deep knowledge of the culture of both, the source language, and the target language (Ismawati, 2013).

When doing translation activity, some aspects like translation procedure and its challenge also become important focus (Ma'u, 2019). Therefore, translators need to apply translation procedures in doing their task. Procedure is a step or method for doing task or something (Dewi, 2016). When doing translation activity, technique or procedure is needed (Sari, 2020). Newmark (1988) in his book titled *A Textbook of Translation* stated that translation procedures are applied when translating sentences or the smaller units such as phrases and words. Further, he stated that

translation procedures are different with translation methods, translation methods are used to translate the entire texts, whereas translation procedures are used for smaller language units. Newmark (1988) divided translation procedures into 18 types, they are literal translation, transference, naturalization, cultural equivalent, functional equivalent, descriptive equivalent, synonymy, through-translation, shifts or transpositions, modulation, recognized translation, translation label, compensation, compactional analysis, reduction and expansion, paraphrase, couplets, and notes.

Following that, transference is a procedure which terms from the source language are directly transferred into the target language or unchanged. Transference means taking words from the source language and placing the words directly into the target language, keeping the original words unchanged it like transcription and transliteration (Sean, 2022; Septarani, 2022). AIZu'bi (2021) stated that when it is difficult to find the equivalent translation in the target language, translator applied transference as a strategy. Transference, also called word borrowing or transcription, is a translation procedure that directly transfers words from the source language (SL) into the target language (TL) text, as described by Newmark (1988). This process, related to Catford's concept of borrowing and Molina & Albir (2002), is essential for cultural and language preservation. This process is commonly used to translate proper names, such as geographical locations like 'Tokyo' are translated directly into the target language without modification. Transference procedure also quite important when it comes translating literary work. For instance, the character from novel named 'Don Quixote' keeps the same name in the English translation. This preservation allows readers to recognize and connect with the character's cultural and literary significance without losing the original context.

In the case of translating literary works such as novel, this role considered to be even more complicated. Translating literary works is more than just a simple replacement of the source language with an equivalent target language message, it also encompasses the act of communicating the author's intended message and purpose for the reader (Latifah, 2022). Literary works such as novel is quite difficult to translate because it contains many specific terms. According to Wahyudi (2023), literary works, including novels, poetry, and films, often use culturally specific terms and concepts in their texts. In addition, there are many things need to be considered by the translators when it comes translating novel. One crucial aspect of translating literary works is translating proper names, and this can be quite challenging. Suhardi (2019) stated proper names are a term that encompasses all names. Furthermore, Mignot (2022) stated that proper names are terms or phrases, sometimes made up of several words, that identify specific people, places, organizations, events, landmarks, or other unique entities within a given context. According to Vernanda (2020), proper names typically start with capital letter and provide information about something that refer to. Parianou (2007) defined proper names full of meaning through factors such as logical, social, history, cultural, pragmatic and psychology. In addition, Parianou determined the types of proper names, which are personal names and personifications, geographical names, names of institutions and facilities, names of unique objects and works of art, trade mark names, and names of unique events. By directly transferring the words into the target language without changes, it maintains the original meaning and its authenticity of the words. However, applying transference in translation can be tricky because some readers may not recognize the transferred terms, leading to confusion or a sense of distance. This problem is even bigger when dealing with languages that use different scripts, like Arabic or Chinese, where the words might sound or look unfamiliar to the target audience. Take the term "月饼" (yuèbǐng), which translates to "mooncake." While this word is commonly used during the Mid-Autumn Festival, just transferring it to English doesn't capture its rich cultural significance. To someone unfamiliar with Chinese traditions, the term may lose its meaning, along with the warmth of family gatherings and the celebration of the harvest that the festival represents. To bring the meaning and its cultural integrity of '天饼' (yuèbǐng) in English, translators can use descriptive equivalent procedure by adding a little context to help readers understand the meaning. Instead of just calling it 'mooncake', they might say something like, 'mooncake, a traditional cake enjoyed

during the Mid-Autumn Festival, a time to celebrate the harvest and bring families together.’ This approach offers a richer understanding of the term, showing the reader not only what the term is, but also what it represents.

There are several studies that has been conducted related to transference translation procedure of proper names. Some articles were reviewed to support this study’s analysis. Syiam & Widodo (2019) in their study discussed about translation of personal names in a novel. The study’s objective is to identify how personal name translated, classify the category of personal names, and analyze the translation techniques applied. The study revealed there are 104 personal names in the novel and the most dominant techniques used in translating proper names is transference. This transference technique is dominant because the translator wanted to keep the meaning of the names and impact between languages.

Another study was conducted by Saroh (2021), which included proper name translation strategies and a novel’s ideological inclinations. The study focused on the translation strategies of proper nouns and their ideological tendencies in translation works. The result of the study showed, the most dominant strategies used in translating proper nouns is localization with domestication and foreignization ideological tendencies. The next study related to translation procedures is a study conducted by Yesi (2021). The study discussed the translation of cultural terms in a novel. The aim of the study is to identify the Indonesia cultural terms and its translation procedures used by the translator. The result of this study showed the most translation procedures used in translating cultural terms is borrowing. The reason why borrowing is commonly used because there was no related equivalent term for cultural context in the target language. The next study is conducted by Fadillah (2023) with the focus is translation of proper noun in the novel entitled *Red Queen*. The purposes of the study were to analyze the types of proper nouns and its translation techniques applied by the translator. In order to identify the translation techniques used, the writers used Molina and Albir’s theory. The study revealed there were 185 data with two types of proper nouns, which were people’s name and names of object. There were also 9 translation techniques used, namely; amplification, borrowing, calque, compensation, discursive creation, established equivalent, linguistic amplification, literal translation, and reduction with the dominant used were borrowing and calque.

Compared to those previous studies, this recent study explored only one procedure of translation, that was transference in order to identify the specific impact of this approach on preserving cultural integrity while translating proper names. It also aims to determine how this singular focus allows for a deeper understanding of the translator’s rationale in maintaining the original names, and how this choice influences the accessibility and reception of the text among English readers. Specifically, this study contibutes to understand how the transference of proper names helps preserve the cultural identity and essence of the original text. This is crucial in translation, as it ensures that the cultural nuances embedded in names are not lost, allowing readers to engage with the story as authentically as possible. Further, by examining the translator’s choices, the research seeks to uncover the underlying reasons for maintaining original names, offering insights into the decision-making process. This can help in understanding the complexities translators face when balancing fidelity to the source text with the needs of the target audience.

RESEARCH METHOD

Research Design

This research is about transference translation and category of proper name. The research focuses on how translator used transference procedure when translating proper names. The data source was taken from Indonesian novel entitled *Gadis Kretek* and translated to English *Cigarette girl*. This novel was written by Ratih Kumala and published in 2012, then translated by Annie Trucker to English and published in 2015. The novel consists of 275 pages in Indonesian version while 250 pages in English version. This novel is rich in proper names and cultural context. Translating the proper names in this novel allows readers’ insight to Indonesian culture. The writers in this study applied a qualitative descriptive method in order to give detailed analysis and provide clear understanding of the analysis.

To identify the proper names in the novel, taking-note technique and making list were conducted, meanwhile, there are three steps implemented such as reading the novel in both Indonesian and English version, comparing the original and translated language, and creating a list of all proper names in both Indonesian and English. After the data collected, they were classified based on Parianou's (2007) proper names theory. The translated proper names were analyzed using Newmark's (1988) theory of translation procedures. The names selected for analysis were carefully chosen based on several key factors: how often they appear in both the Indonesian and English versions, the cultural value they contain, and whether they pose obvious translation challenges. Priority was given to names that have strong cultural meanings for characters, places or events, as they best reflect the translator's choices when using transposition to carry cultural meaning across languages. In addition, these examples were chosen for their cultural complexity, highlighting the translator's efforts to preserve cultural nuances and identity. Proper names translated using methods other than transference irrelevant due to lack of cultural or contextual significance were not included in the analysis.

FINDINGS AND DISCUSSION

Six different kinds of proper names were discovered by the researchers in the *Cigarette Girl* novel, namely personal names and personifications, geographical names, names of institutions and facilities, names of unique objects and works of art, trademark names, and names of unique events and the frequency of transference translation procedure used in each category of proper names. The details of the finding are shown in the table below.

Table 1. Transference Procedures Frequency

No.	Types of Proper Names	Frequency	Percentage
1	Personal names and personification	30	48.39%
2	Geographical names	19	30.65%
3	Names of institutions and facilities	2	3.23%
4	Names of unique objects and works of art	5	8.06%
5	Trademark names	5	8.06%
6	Name of unique events	1	1.61%
TOTAL		62	100%

Table 1 above shows the frequency of transference procedure in translating each category of proper names. There are six types of proper names, each category has transference procedure applied. There are 62 of transference procedure in total of six types of proper names. The highest number of transference procedure frequency is applied in translating personal names and personification which are 30 data (48.39%). Then followed by geographical names category with the total 19 data (30.65%). The high frequency shows that the translator prioritizes maintaining cultural authenticity, especially in terms that have strong cultural or historical significance. The translator aims to maintain the cultural essence of the source language for the target readers, even though this may result in less familiar or foreign terms in the translated text. The lowest number of data is found in name of unique events with total 1 data (1.61%). This low frequency may indicate that the translator can use another procedure, where the particular word has an equivalent meaning in the target language or the word has a lower meaning in the target language when using the translation procedure. While transference is the dominant strategy, there are some cases where other translation procedures included along with transference, such as cultural equivalence or literal translation. This dual method called couplets to shows a balance between remaining faithful to the source text and adapting to the needs of the target audience.

DISCUSSION

The purpose of this research is to find out the transference procedure, which is one of the translation procedures in translation process of proper names in the *Cigarette Girl* novel by Ratih Kumala. There are six categories of proper names, each of them has transference procedure used by the translator. In this section, the writers describe the reason of the translator using transference procedure, keeping the source language into the target language unchanged.

Personal names and personification

Personal names and personification are one category of proper names. According to Parianou (2007), this category of proper name includes surname, given names, nicknames, and pseudonyms, names of imagined beings, personified animals or unique objects. Those categories show many creative ways that names bring characters to life in the novel story. In translation, the way personal names are handled is a key to preserving the originality of characters in target languages. Translators need to consider the approach of each name to make sure they maintain the original's meaning in the target language. The translation analysis of personal names and personification is shown in data provided below.

(1)

Source Language	Target Language	Translation Procedure
"Berhari-hari dia mengigau-igau sebuah nama: Jeng Yah. " (Ratih, 2012, 1)	"For days he has been delirious, calling out a name: Jeng Yah. " (Ratih, 2015, 1)	Transference

Jeng Yah is an important character in *Cigarette Girl*. She is the daughter of a cigarette factory owner. In Indonesian culture, "Jeng" is an honorific used to address younger women or younger sisters. It is similar to "Mrs" or "Ms" in English. The translator kept "Jeng Yah" in the translation. This choice keeps the cultural and contextual meaning, and makes the story true to its culture. However, readers unfamiliar with Javanese culture might think 'Jeng' is a proper name, resulting lost in the cultural nuances. Other ways of translating procedure can convey the meaning intended. For example, using a literal translation like "Mrs. Yah" would convey the meaning of honour in the target language but would lose the cultural richness of the original term. An additional approach is combining descriptive equivalents with the original term, like "Jeng Yah", which means "Jeng" is a Javanese term of honour for young women. Descriptive additions will increase the accuracy of conveying cultural meanings. Including a brief explanation will enhance the reader's understanding of the cultural meaning of the term.

(2)

Source Language	Target Language	Translation Procedure
"Begitu mobil mereka tiba, lelaki bertubuh kecil bernama Pak Muri langsung menyambut mereka." (Ratih, 2012, 40)	"As soon as their car pulled up, a slight man named Pak Muri came to greet them." (Ratih, 2015, 36)	Transference

"Pak Muri" is a character that appears in the novel, he owns a tobacco farm and he runs a tobacco business with Djagat Raja Cigarettes, which is one of famous brands in the story and also become an important role in the story. In translating the term, the translator applied the transference procedure. The word "Pak" is an honorific used in Indonesian to address older men, similar to "Mr" in English. It is a sign of respect that is placed before first or last name. By applying this procedure, the translator decided to keep the cultural and social meanings of the source language unchanged, giving the readers in target language the same cultural context as the source language readers. This

case is related in data 1 which is the readers might not recognize the term “Pak” is equivalent to “Mr”. it could cause confusion about the term “Pak” is a proper name or it has a meaning. Literally translating the term will clarify the cultural essence for the target readers, but it also changes the meaning of the Indonesian cultural value behind the original term. Combining transference with descriptive explanation, such as “Pak is an Indonesian honorific address similar to “Mr” will make it the cultural context and the meaning clear for the reader. This procedure highly accurate in conveying the respect contained by the original term.

(3)

Source Language	Target Language	Translation Procedure
<p>“<i>Juru Tulis dan istrinya mengundang Mak Iti, paraji yang biasa menangani orang hamil di Kota M, memintanya memeriksa calon anak Roemaisa.</i>” (Ratih, 2012, 79)</p>	<p>“The Scribe and his wife asked Mak Iti, the midwife who took care of the pregnant women in M Town, to come check on Roemaisa’s growing child-to-be.” (Ratih, 2015, 71)</p>	Transference

“Mak Iti” is one of characters that appears sometime in the story. She has a role as a midwife in the M town. The word “Mak” is informal term used to address older woman, like “Mrs” in English. According to KBBI (*Kamus Besar Bahasa Indonesia*), the word “Mak” means old woman and address to a woman who is deserved of being called a mother or considered equivalent to a mother. The name carries cultural context that contained in local term, especially in the role of midwife which can create layers of meaning that are not directly captured in the TL. The translator decision is to maintain “Mak Iti” in the original form, the translator aimed to preserve the cultural identity of the character and social background. However, the target readers may not understand the social background and the connotations of “Mak” in Indonesian culture. Replacing “Mak” with term like “Madam” or “Auntie” could make the translation accessible and the function, but it generalizes and reduce the cultural essence in SL, resulting functional equivalent procedure. Using descriptive equivalent align with transference by adding explanation like “Mak Iti, “Mak” equivalent to “Madam” will provide cultural insight and preserving the cultural background.

Geographical names

Geographical names in proper names refer to the name of specific places. According to Parianou (2007) geographical names include name of a city, country, village, island, lakes, mountain, rivers, and even astronomical object. When translating geographical names, the translator typically retained the original meaning. This procedure maintains the identity of the place and ensure there is no translation shifts or meaning loss. The example of transference procedure in translating geographical names presented sown in the table.

(4)

Source Language	Target Language	Translation Procedure
<p>“<i>Aku pulang ke rumah, setelah tiga bulan tidak menunjukkan batang hidungku, meskipun aku masih tinggal Jakarta, sama dengan keluargaku.</i>” (Ratih, 2012, 3)</p>	<p>“I had gone home for a visit after three months of not showing my face. I still lived in Jakarta, same as my family “(Ratih, 2015, 3)</p>	Transference

“Jakarta” is a name of city in Indonesia and also the capital city of Indonesia. In the story of the novel, Jakarta is a city where Soeraja the owner of Djagat Raja Cigarette lives with his family. The word “Jakarta” is a specific place located in Java Island, Indonesia and it is well known city around the world. In this case, the translator applied the transference procedure in translating this word. This transference procedure applied by translator by keeping the word unchanged in target language. Since “Jakarta” is a well-known city around the world, there is no need to modify or adapt the word in target language. In the context of accuracy, it is considered as accurate translation because the word “Jakarta” in source language and target language convey the same meaning. The identity of the city and its characteristic is the same in the target language, there is no loss of meaning, context, and nuance.

(5)

Source Language	Target Language	Translation Procedure
“ <i>Kalau saya jadi sampeyan, saya akan ke Gunung Kawi dulu, berdoa biar dapat petunjuk.</i> ” (Ratih, 2012, 145)	“If I were you, I would go to Gunung Kawi to pray for guidance.” (Ratih, 2015, 127)	Transference

Gunung Kawi is name of a mountain located in East Java, Indonesia. In the story of the novel, Gunung Kawi is visited by Idroes Moeira, one of characters in the novel. Gunung Kawi is also well known as a sacred mountain in Javanese culture and has historical events. The geographical and cultural essence of Gunung Kawi is embedded in Indonesian beliefs, making translating this term is quite challenging because of its meaning. The challenge is to convey the cultural and religious value of “Gunung Kawi” without interrupting the translation process. The translator must decide whether the cultural context is important for the reader to understand the passage or whether leaving the name untranslated is acceptable. The transference procedure retains cultural and geographical references, but may not be understood by readers unfamiliar with the term. The term could be adapted by applying adaptation procedure. This procedure used to replace a cultural element in the source text with more familiar to the TL’s culture. The name can be adapted by adding a brief explanation of its meaning, such as “Gunung Kawi, a sacred mountain”, resulting readers understand the cultural context.

(6)

Source Language	Target Language	Translation Procedure
“ <i>Surat dari Banyuwangi dan Kalimantan juga datang, dari mereka yang mendengar larisnya Kretek Gadis.</i> ” (Ratih, 2012, 153)	“Letters from Banyuwangi and Kalimantan came in, reporting that Lady Cigarettes were selling well there too and asking for the rights to become city distributors there.” (Ratih, 2015, 134)	Transference

From the data above, the word “Kalimantan” referring to a name of Indonesian Island. This island also known as Borneo Island and this island is divided among Indonesia, Brunei, and Malaysia. In the story of the novel, it represents a specific location where the people of “Kalimantan” trying to reach out the owner of Lady Cigarettes, a bestseller cigarette. In the process of translation, the word “Kalimantan” is still in its original form in the target language, which means it used transference procedure. The translator decided to applied this procedure because the word “Kalimantan” is a proper geographical name which does not have direct word in English, by leaving this word in its original form, the translator maintained the location specific details and the cultural context in the source language. Providing the readers specific geographic information is important to maintain the novel’s story originality, besides the word “Kalimantan” is recognized in English and the readers

will easily understand with the region. This translation result is accurate in the target language. It keeps the original reference to the geographic place, ensuring the readers understand easily the place without additional explanation.

Names of institutions and facilities

Names of Institutions and Facilities is category of proper name. It refers to the name of institutions and facilities. Parianou (2007) stated in her study that this category of proper names includes; public authorities, societies, hotels, hospitals, museums, restaurants, titles, languages, etc. These names have specific identity and its role in the community and culture. This category of proper names is fixed terms, which mean the names usually remain unchanged than translating it directly when translating it to the target language. The transference procedures become the perfect choice in translating this category of proper names, because this procedure directly transfer the word to the target language. The following is an example showing how the transference technique was used to translate the names of institutions and facilities.

(7)

Source Language	Target Language	Translation Procedure
<p>“Raja melihat sekilas ke selebaran tersebut, dan membacanya sambil lalu. Selebaran milik Partai Komunis Indonesia.” (Ratih, 2012, 211)</p>	<p>“Raja caught a glimpse of that flier, and read it as it passed. It was for the Partai Komunis Indonesia, the Indonesian Communist Party.” (Ratih, 2015, 186)</p>	<p>Couplets (transference&cultural equivalent)</p>

The phrase “Partai Komunis Indonesia” refers to Indonesian communist party that is not under the government of Indonesian. This party had a major impact in the history of Indonesian, especially in the context of politic leading to the controversial events in 1965. “Partai Komunis Indonesia” also present in the novel’s story and its controversial event is mentioned. The translator challenge is to preserve culture while making it easy to understand. Using transference may confuse readers unfamiliar with Indonesian. Translating the whole term might lose the identity of the term. The current procedure is more accurate in terms of conveying both cultural authenticity and meaning but it makes the translation a bit repetitive. Using only the descriptive equivalent make the text easier to read, but it would miss the chance to introduce readers to the source language's cultural aspects. The application of transference and descriptive equivalents help maintain cultural identity while ensuring clarity for the target audience. It helps readers understand the original term and its meaning even it feels a bit repetitive, but the most important is readers in the TL understand the meaning.

(8)

Source Language	Target Language	Translation Procedure
<p>“Supir itu mengantarkan Tegar ke Jalan Cipto salah satu jalan paling sibuk se-Cirebon di kala akhir pekan.” (Ratih, 2012:29)</p>	<p>“The driver took Tegar to Jalan Cipto the busiest road in all of Cirebon, especially on the weekends” (Ratih, 2015:26)</p>	<p>Transference</p>

The phrase “Jalan Cipto” refers to specific road in Cirebon city, Indonesia. In the story, this place mentioned as the busiest road in Cirebon city. The word “Jalan” in Indonesian mean “street” or “road”. In the data provided, “Jalan Cipto” is directly transferred into target language. The use of transference maintains the original cultural context and keeps the geographical reference intact, preserving authenticity, but some readers might not understand "Jalan" leave readers unfamiliar with

Indonesian. An alternative would be to use "Jalan Cipto" followed by an explanation, such as "Jalan Cipto (Cipto Street)," to clarify the meaning of "Jalan." This approach provides more information to the target audience, helping them understand that "Jalan" means "street" while retaining the original name. It bridges the cultural gap without fully domesticating the term. This process resulting couplet (transference and literal translation) make the translation more informative and accessible without omitting the original cultural context.

Names of unique objects and works of art

Name of unique objects and works of arts is category of proper name which refer to special name given to cultural, historical, or artistic objects that are truly unique or have special significance in a particular context. Parianou (2007) stated these names includes monuments, buildings, vehicles, technology, science, literary works, etc. When translating these names, it is necessary to consider their maintenance, as they often represent important aspects of cultural significance, historical events, or artistic form. The transference procedure in translating unique objects and works of art presented below.

(9)

Source Language	Target Language	Translation Procedure
“ <i>Semua anak belajar membaca Quran di langar.</i> ” (Ratih, 2012:52)	“Every child learned how to read the Qur’an in the neighbor hood mosque.” (Ratih, 2015:47)	Couplets (transference&naturalization)

“Quran” is the holy book of Muslims, which has cultural and religious essence in Islamic world, including in Indonesia. In translating this word, the translator applied the transference procedure combined with naturalization. The translator applied transference by transferring the word “Qur’an” directly without any change in the target language. It reflects the original cultural term and religious essence. The minor change in spelling to "Qur'an" is an example of naturalization, where the word is adjusted to align with the standard spelling conventions of the target language for this religious text. The use of an apostrophe in "Qur'an" aligns with English spelling where it is often preferred to accurately represent the Arabic pronunciation of the word. The translator's decision to apply this procedure was a necessary to preserve the cultural and religious meaning of the term while ensuring that the term is recognized and accepted in the target language. Considering the global recognition of the Qur'an, the translator chose to leave the word in its original form to preserve its meaning and significance in both languages. This choice ensures that the target audience understands the reference to the Muslim holy book without the need for further explanation. The translation is highly accurate, because the meaning of "Quran" is maintained in the target language with no loss of cultural or religious context. Small changes in spelling do not modify the meaning, but instead enhance the clarity in English.

(10)

Source Language	Target Language	Translation Procedure
“ <i>Tapi tak ada potongan pohon Dewadaru secuil pun yang saya dapatkan.</i> ” (Ratih, 2012:148)	“But not even one single leaf of the Dewadaru tree fell down to me.” (Ratih, 2015:130)	Transference

The data above presents the term “Dewadaru”, it is a particular type of tree that has cultural and mythical significance in Indonesia, particularly in the Javanese tradition. The Dewadaru tree is often associated with the sacred and spiritual, and has a cultural context that people believe in. Due to its cultural elements, the challenge lies in conveying the cultural and mythological context

associated with "Dewadaru" to readers who are not familiar with Indonesian cultural references. In this case, the sentence specifies that "Dewadaru" is a type of tree, which helps provide some minimal context, but it still does not explain its cultural or mythological background. Transference procedure become the option for the translator. It keeps the cultural elements, but confusing for some readers with foreign term. Adding a brief description phrase after "Dewadaru," such as "Dewadaru, a scared tree in javanese mythology" will help clarify the cultural significance and provide context, enhancing the readers' understanding. Transference with a descriptive equivalent would be more accurate than transference itself, as it maintains the original term while providing additional information that aids comprehension

Trademark names

Trademark names in proper names include trademarks and brand names (Parianou, 2007). Trademark names mean a specific name that identifies and differentiates a brand, product, or service from others in the market. Trademark names are an important aspect and it plays a crucial part in branding and marketing, as it conveys the identity, reputation, and quality related to the brand or the product it represents. Thus, when it comes to translating trademark names need a consideration. Sometime, the translator decides to used transference procedure in translating trademark or brand names, the example of transference procedure is presented in the data below.

(11)

Source Language	Target Language	Translation Procedure
" <i>Kau lihat dulu dengan cermat, man. Itu bukan Djagad Raja. Itu Jagat Raya!</i> " (Ratih, 2012:28)	"No, no... look at them carefully. It's not Djagad Raja, Great Universe. It's Jagat Raya , Huge Cosmos." (Ratih, 2015:25)	Couplets (transference&descriptive equivalent)

"Jagat Raya" is a brand name of a cigarette brand mentioned in the story. The term "Jagat Raya" has a meaning in source language. In the target language it is translated as "Huge Cosmos". The translator's challenge is conveying the specific cultural and brand connotations associated with 'Jagat Raya.' As it is a cigarette brand name, maintaining the brand identity while providing a translation that the reader can understand is tricky. Descriptive additions help clarify the meaning but may not fully capture the cultural significance of the brand or the specific nuances associated with the association of the name in the original culture. The use of couplets in this case provides descriptive explanations that may not be necessary. There may be less consistent if other brand names are translated differently, it could confuse the reader. Adding some information, like "Jagat Raya (brand of a cigarette, means Huge Cosmos in English) is more accurate than adding the literal meaning in the TL.

(12)

Source Language	Target Language	Translation Procedure
" <i>Ia juga menuliskan Klembak Menjan Djojobojo di bungkusannya tersebut.</i> " (Ratih, 2012:64)	"Then Idroes Moeria decided to do a market test; he rolled a few klobot, Klembak Menjan Djojobojo wrote on the pack." (Ratih, 2015:58)	Transference

The data 12 presents the phrase "Klembak Menjan Djojobojo". Made from a mixture of cloves, tobacco, and other aromatic spices, Klembak Menjan is a traditional herbal cigarette from Indonesia. It is usually wrapped in corn husks, or klobot. Having been enjoyed for many years, this type of cigarette has a great cultural significance in Java. In the novel, Idroes Moeira try to make his

own brand which is the name “Klembak Menjan Djojobojo” is his brand name. “Klembak Menjan Djojobojo” has been translated into English while maintaining its original Indonesian form. The term “Djojobojo” refers to a particular brand of this traditional good, adding an element of cultural uniqueness that is not simply translated into English. The translator preserves the cultural and historical element of “Klembak Menjan Djojobojo” by using transference. The translator chose not to translate the phrase because the translator recognized that it has meaning that would be lost in translating or modification. This choice maintains the term's authenticity by presenting it to readers of the target language in the context of Indonesian culture, with the phrase's specific cultural character. The translator's application of the transference technique shows a conscious decision to provide importance to maintaining cultural identity in order to help understanding. This is particular for phrases like “Klembak Menjan Djojobojo,” where the original phrase's concern is improved by the cultural setting. The translation is accurate in since it maintains the term's cultural meaning and original meaning.

Names of unique events

Names of unique events categorized as one of a proper name. It refers to specific historical, cultural, or social events that happened. As stated by Parianou (2007) this category of proper names includes historical, prehistoric and also geological events, for example like World War II. In translating this category of proper name, the translator needs to ensure that the translation accurately hold the original meaning of the event and making it acceptable in the target language. Therefore, the transference procedure is a perfect role in translating this category. For more detailed explanation, the data below is served as the example the using of transference procedure.

(13)

Source Language	Target Language	Translation Procedure
<p>“Beberapa bulan kemudian, Djagad menyebarkan undangan lain, ia akan merayakan mitoni kehamilan istrinya.” (Ratih, 2012:121-122)</p>	<p>“A few months later, Djagad sent out another invitation, to a mitoni ritual that would celebrate his wife in the seventh month of her pregnancy and pray for the health and safety of mother and baby.” (Ratih, 2015:106)</p>	<p>Couplets (transference & descriptive equivalent)</p>

The data above provides a term of events called “mitoni”. “Mitoni” is traditional ceremony of seventh month of pregnancy to pray for safety and health to the mother and the child. In the novel, Djagad (a protagonist character in the novel) invited by his friend to attend the ceremony of the friend's wife. The cultural and symbolic meaning of “mitoni” are complex, involving specific practices, beliefs, and regional variations. It can be challenging to capture these nuances in a brief description. The translator must decide how much information to provide without overwhelming the reader or interrupting the storytelling. The translator decided to applied both transference and descriptive equivalent to translate the term. It helps clarify the meaning and cultural essence to the reader who may not familiar with the term. Simply using “mitoni” without any explanation would retain cultural authenticity but may confuse readers who have no idea with Javanese traditions. This approach would maintain the original term's integrity but at the expense of clarity. Replacing “mitoni” entirely with a phrase like “a Javanese pregnancy ritual” would make the meaning clearer but would lose the authenticity of the original term. It may come across as an oversimplification and fail to convey the cultural depth. The couplet approach (transference & descriptive equivalent) used in the translation makes a balance between cultural authenticity and clarity, making it more accurate than using transference alone or a cultural equivalent. It preserves the term “mitoni” while also providing essential context for readers to understand its significance.

CONCLUSION

Based on the discussion and findings explored the use of transference procedures in translating proper names in the novel *Cigarette Girl* written by Ratih Kumala, it can be concluded in the following, there are 62 transference procedures in total applied in translating proper names. The highest number of applied transference procedure is in the category of personal names and personification with the total 30 data. While the lowest number is in the category of unique events with only one data. The main reason why the translator uses this procedure is because there are many terms that contain cultural, social, and religious values and elements used in this novel, resulting the translator uses the transference method in translating certain words in order to maintain the meaning and value contained in the words. In the context of translation accuracy, the translation using the transference procedure can be said to be accurate because the words are not changed at all, resulting the meaning contained in the words is maintained. While this transference procedure is effective in preserving cultural authenticity, it can be challenging for target readers who are unfamiliar with the original culture. This can result in a lack of understanding or connection to specific cultural terms, particularly proper names with significant historical, social or religious contexts. Without clear explanation, these terms may lose their intended meaning, leading to an understanding gap between the source and target cultures. Research in the future could explore ways to reduce the challenges created by the use of transference in translating cultural terms. A possible approach for future research could involve examining the effectiveness of dual translation strategies, i.e. translation combined with cultural equivalents or descriptive equivalents to balance cultural authenticity and reader understanding. Additionally, reader reception studies can provide valuable insights into how different translation strategies affect the target reader's understanding and involvement with the text, especially in literary works rich in cultural context.

In the end, this research hopefully can give insight to the reader and translator in translating words or terms that contained specific background and meaning. Future research could apply these findings to a wider range of literary genres, such as poetry or drama, in which cultural and contextual nuances can be equally important. In addition, exploring how the transference procedure works in the translation of texts from different cultural backgrounds can provide a more understanding of its advantages and limitations across different language and cultural contexts.

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