

Translation Strategy of Psychological Terms In the Book *Thinking, Fast and Slow*

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ABSTRACT

Translation is a process of rendering one meaning from source text into target text, consequently the translator is expected to understand both linguistically and culturally related to the target text comprehensively. This research aims to investigate how are strategies of translation applied in English psychological terms that translated into Indonesian, describing in detail the process of transferring meaning from the source text to the target text to obtain factual data and information related to the translation strategies and principles used by the translator. The method applied in this research is qualitative. The data are taken from the book by Daniel Kahneman entitled *Thinking, Fast and Slow*. The data are words and phrases that belong to psychological terms, then data were analysed using Andrew Chesterman translation strategies. Result of the research shows that from the data that have been collected, 8 out of 30 strategies is applied in the translation, that is literal translation 35 data, loan 2 data, calque 14 data, transposition 4 data, unit shift 10 data, emphasis change 3 data, paraphrase 8 data and cultural filtering (adaptation) 24 data. The most dominant strategy used in translating English psychological terms in Daniel Kahneman's *Thinking, Fast and Slow* into Indonesian is literal translation.

Keywords: Translation, Psychological terms, Translation strategies

1. INTRODUCTION

Amidst global interconnectedness, psychology evolving rapidly among people across the world. Psychology encourages people the awareness of personal growth, family stability, and social harmony, consequently increasing people eagerness to gain further insight about psychology. In fact, psychology has become close to human daily life, one of those issues such as how far the impact of mental health problem on modern society right now. Related to that, the demand of psychological book growing up and producing a wide

variety of books relevant to the topic in the market from local author to international best-selling author. Primarily, the international best-selling book is known for its numerous translations to different languages.

The development of science and technology is also closely related to the development of translation. Translation is developing rapidly not only in the publication of films and novels but also in the translation of books. Book translation is very much needed by the community because it increases their scientific insight. Catford (1965) also explained that translation is an operation performed on languages, a process of substituting a text in one language for a text in another. Thereby, translating specific terms requires thorough comprehension of both linguistic and cultural contexts, as differences between the source and target languages can present significant challenges. According to Nida and Taber (1969) stated that every language possesses certain distinctive characteristics which give it a special character, e.g., word-building capacities, unique patterns of phrase order, techniques for linking clauses into sentences, markers of discourse, and special discourse types of poetry, proverbs, and song. Meanwhile Hoed (2006) stated that translation is an activity of transferring in writing a message from a text in one language into a text in another language. Therefore, a change of meaning can occur due to the different of cultural background, linguistic elements, and translator knowledge in certain context and linguistic interpretation. This matter may be an issue for translator when translating certain terms from psychology.

Translation activity is a cultural intermediary between the source language and the target language and the main actor in the intermediary is the translator. The message is the main thing in translation. Conveying messages from the source language to the target language often encounters problems, including the absence of the same terms in the target language. To produce a good translation, several stages of the translation process and methods are required. Hadi et al. (2020) stated that translation strategy is a method for analyzing and identifying context, meaning, or messages in the source language and transferring them into the target language. By using translation strategies, translators can produce more accurate translations, maintain the same meaning, and make them easy to understand for target readers.

Translation strategy theory proposed by Andrew Chesterman (Chesterman, 2016) is classified into three main groups of strategies: syntactic strategies, semantic strategies, and pragmatic strategies. a. Syntactic Strategies (coded as G) Syntactic strategies include pure

syntactic variations; namely (G1) literal translation, (G2) borrowing and calque, (G3) transposition, (G4) unit shift, (G5) phrase structure change, (G6) clause structure change, (G7) sentence structure change, (G8) cohesion change, (G9) level shift, and (G10) schema change. b. Semantic Strategies (coded as S) Semantic strategies manipulate meaning. These changes are mainly related to lexical semantics and sometimes aspects of clause meaning such as stress. The strategies are divided into ten main categories: (S1) synonymy, (S2) antonymy, (S3) hyponymy, (S4) conversation, (S5) abstraction change, (S6) distribution change, (S7) emphasis, (S8) paraphrase, (S9) figurative change, and (S10) other semantic changes. c. Pragmatic Strategies (coded as Pr) Chesterman lists the following subclasses of Pragmatic Strategies: (Pr1) cultural filtering, (Pr2) clarity change, (Pr3) information change, (Pr4) interpersonal change, (Pr5) illocutionary change, (Pr6) coherence change, (Pr7) partial translation, (Pr8) visibility change, (Pr9) transediting, and (Pr10) other pragmatic changes.

In this study, the researcher took several literature reviews on translation studies, including Sulistijani & Parwis (2019), in this study took the object of translation in the subtitling of the film *Ender's Game* with the aim of identifying what translation strategies are contained in the subtitling of the film "Ender's Game". From this study, it can be seen that the translation strategies used in the film *Ender's Game* are expansion, paraphrase, transfer, imitation, condensation, decimation, deletion, and taming strategies. In the film *Ender's Game*, the taming strategy is most often used. Furthermore, Sari & Gusthini (2023) this study aims to analyze the translation strategies of cultural terms found in four selected children's story books from *the Let's Read Asia - The Asia Foundation* digital library. The results of the study show the strategies used by translators in translating cultural terms in the story books above, namely: literal translation, transference, cultural equivalent, transposition, modulation, generalization, descriptive equivalence, recognized translation, contextual conditioning, notes/additions/glosses, reduction, and some combine 2 translation strategies (couplet). Syahniah & Gusthini (2024), this study identifies the application of translation strategies. The results of the study indicate that most of the translation strategies have been applied in the translation process of this novel. Structural strategies such as addition, reduction, and transposition were found to be consistently applied in the translated text.

The description above is a reference for this study, namely to analyze how the translation strategy in psychology terms. This research focuses on the words and phrases of

psychological terms that found in book by Daniel Kahneman's entitled *Thinking, Fast and Slow*. This kind of research describes psychological terms is translated and then gives a thorough analysis on the process of translation. It is hoped that this study will not only provide new insights for researchers and readers, but also help literary translators in choosing the right strategy to ensure that the message and style of language in the source text are maintained in the target language.

2. RESEARCH METHOD

The research method that used by the researcher is qualitative methods. Walliman (2011) argue that qualitative data cannot be accurately measured and counted, and are generally expressed in words rather than numbers. These record qualities rather than quantities, hence they are called qualitative data. Words cannot be manipulated mathematically, so require quite different analytical techniques. The source of data is non fiction book namely, *Thinking, Fast and Slow* by Daniel Kahneman and published by Penguin Random House in Canada in 2011 and its translation to Indonesian translated by Zia Anshor. It was published by PT Gramedia Pustaka Utama in Jakarta in 2020. There are procedure that the researcher used in this research as follow: 1). The researcher reads the books *Thinking, Fast and Slow* and its translation in Indonesian to have full understanding of the content; 2). The researcher collects words and phrases of psychological terms found in English version and their translation in Indonesian version. The collected data are highlighted then the researcher looked up into an online dictionary; 3). The data that have been arranged in table form are examined to identify their translation strategy; 4). The data sampling are analyzed by using translation strategies and then the discussion is explained descriptively. The researcher compares the psychological terms one by one from the source text and the target text; 5). The results are analyzed by analyzing the data and the findings that emerge.

3. RESULTS AND ANALYSIS

Translation of psychological terms in the target text that have been collected then categorized into each category of strategies. After carried out the analysis of psychological terms data, it is found 8 strategies applied by the translator. Literal translation 35 data, loan 2 data, calque 14 data, transposition 4 data, unit shift 10 data, emphasis change 3 data,

paraphrase 8 data, and cultural filtering (adaptation) 24 data. The researchers only using half of the data for sample.

Literal Translation

Data 1

Source Text	Target Text
They reduce the anxiety that we would experience if we allowed ourselves to fully acknowledge the uncertainties of existence. p. 249.	Ilusi-ilusi itu memberi kenyamanan, mengurangi kegelisahan yang bakal kita alami jika kita biarkan diri kita mengakui sepenuhnya ketidakpastian hidup. p. 239.

The word *anxiety* in source text is translated into *kegelisahan* in target text. The word *anxiety* is translated literally into *kegelisahan*. Thus, this strategy is called literal translation. In dictionary.apa.org, *anxiety* means an emotion characterized by apprehension and somatic symptoms of tension in which an individual anticipates impending danger, catastrophe, or misfortune. In this text, the translator transferring the meaning into the closest meaning in the target text while maintaining the original meaning and form of the source text.

Data 2

Source Text	Target Text
The evaluation of the flimsy evidence of cognitive ability in childhood is substituted as an answer to the question about her college GPA. p.230	Evaluasi segelintir bukti kemampuan kognitif masa kanak-kanak menjadi pengganti pertanyaan mengenai indeks prestasi kuliah. p.216

The phrase *cognitive ability* in source text is translated into *kemampuan kognitif* in target text. Each word in source text is translated literally close to target text equivalent. Thus, this strategy is called literal translation. In the source text, the phrase *cognitive ability* is translated into *kemampuan kognitif*. In dictionary.apa.org *cognitive ability* means the skills involved in performing the tasks associated with perception, learning, memory, understanding, awareness, reasoning, judgment, intuition, and language. In this text, the translator transferring the meaning into the closest meaning in the target text while maintaining the original meaning and form of the source text.

Loan Data 3

Source Text	Target Text
Other scholars, in a paper titled Bad Is Stronger Than Good , summarized the evidence as follows: “Bad emotions, bad parents, and bad feedback have more impact than good ones, and bad information is processed more thoroughly than good. p.364	Cendekia lain, dalam makalah berjudul Bad Is Stronger Than Good , merangkum buktinya sebagai berikut: “Emosi buruk, orang tua buruk, dan masukan buruk berdampak lebih besar daripada yang baik, dan informasi buruk diolah lebih lengkap daripada informasi baik. p.363

The phrase *Bad Is Stronger Than Good* in the source text which is borrowed to the target text. Thus, the translator using loan strategy. In the source text, the phrase *Bad Is Stronger Than Good* is translated the same as *Bad Is Stronger Than Good*, it means the tendency for negative events, information, or feedback to have significantly more impact or influence on emotions, thoughts, or behavior than an equivalent positive event, information, or feedback according to dictionary.apa.org. In this text, the translator borrowing the term to maintain the original concept.

Calque Data 4

Source Text	Target Text
Questions are probably cropping up in your mind as well: How is it possible for such trivial manipulations of the context to have such large effects? p.71	Barangkali pertanyaan-pertanyaan juga bermunculan dalam kepala Anda: Bagaimana bisa manipulasi kecil-kecil pada konteks berpengaruh begitu besar? p.50

The word *manipulation* in source text is translated into *manipulasi* in target text by omitting the letter *o* and *n* and changing the letter *t* into *s* and *i*. It is called calque strategy. In the source text, the word *manipulations* is translated as *manipulasi*. Base on dictionary.apa.org *manipulation* means behaviour designed to exploit, control, or otherwise influence others to one’s advantage. Certain letters from the source text are translated into the target text without changing the original meaning.

Transposition Data 5

Source Text: noun	Target Text: adjective
They told us without irony or self-consciousness that they had been able to buy it cheap, “because six or seven previous owners had failed to make a go of it.” p.314	Mereka mengatakan kepada kami tanpa ironi atau malu bahwa mereka bisa membeli motel itu dengan murah “karena enam atau tujuh pemilik sebelumnya gagal menjalankannya.” P.309

The word *self-consciousness* in source text is translated into *malu* in target text. While the word *self-consciousness* is a noun in the source text, *malu* is an adjective in target text. There's a change in the word-class category therefore, this strategy is called transposition. Based on dictionary.apa.org *Self-consciousness* means a personality trait associated with the tendency to reflect on or think about oneself. In this translation, the part of speech from the source text is changing in the target text to maintain the meaning of the words.

Unit Shift

Unit 6

Source Text: word	Target Text: phrase
The same principle applies to other goals—one recipe for a dissatisfied adulthood is setting goals that are especially difficult to attain. P.484	Prinsip yang sama berlaku untuk cita-cita lain—satu resep masa dewasa yang tak puas adalah memiliki cita-cita yang sulit diraih. P.494

The word *adulthood* in source text is translated into *masa dewasa*, from word *adulthood* into phrase *masa dewasa*, so there's a shift in unit of linguistics rank from source text to target text. Thus, the strategy is called unit shift. In the source text, the word *adulthood* is translated as *masa dewasa*. In dictionary.apa.org *Adulthood* means the period of human development in which full physical growth and maturity have been achieved and certain biological, cognitive, social, personality, and other changes associated with the aging process occur. However, word from the source text is translated as phrases in the target, this can occur to preserves the original meaning.

Emphasis Change

Data 7

Source Text	Target Text
Optimists are normally cheerful and happy, and therefore popular; they are resilient in adapting to failures and hardships, their chances of clinical depression are reduced, their immune system is stronger, they take better care of their health, they feel healthier than others and are in fact likely to live longer. p.310	Orang optimis normalnya ceria dan bahagia, sehingga populer; mereka ulet dalam menghadapi kegagalan dan kesukaran, peluang mereka mengalami depresi berkurang, sistem kekebalan tubuh mereka lebih kuat, mereka memelihara kesehatan dengan lebih baik, mereka merasa lebih sehat dari orang lain, dan kenyataannya cenderung berumur lebih panjang. p.305

The phrase *clinical depression* is translated into *depresi* in target text. Therefore, the translator changing the target text focus. This strategy is called emphasis change. In the source text, the word *clinical depression* is translated as *depresi*. In dictionary.apa.org, *clinical depression* means among mental health professionals, a synonym for major

depressive disorder. Within the general public, however, the term *clinical depression* is often more broadly used to encompass any depressive disorder requiring therapeutic intervention. Meanwhile *depresi* or *depression* means a negative affective state, ranging from unhappiness and discontent to an extreme feeling of sadness, pessimism, and despondency, that interferes with daily life. *Clinical depression* and *depression* have different meaning respectively. The meaning of *clinical depression* is reduced into the general ones.

Paraphrase

Data 8

Source Text	Target Text
The five-year survival rates clearly favor surgery, but in the short-term surgery is riskier than radiation. p.442	Kemungkinan bertahan hidup sesudah lima tahun lebih tinggi bagi pembedahan, tapi dalam jangka pendek pembedahan lebih berisiko daripada radiasi. p.447

The phrase *survival rates* in source text is translated into *kemungkinan bertahan hidup* in target text. The phrase *survival rates* is being rewritten in the target text, the translator using paraphrase strategy to describe the meaning using related words. In the source text, the phrase *survival rates* is translated as *kemungkinan bertahan hidup*. In dictionary.apa.org, *survival rates* mean in survival analysis, a value used to indicate the frequency of a particular event's occurrence at a specific point in time. In this translation, the term *survival rates* is being rewritten in the target text to maintain the original meaning and to avoid unnatural translation.

Cultural Filtering (Adaptation)

Data 9

Source Text	Target Text
...performing poorly in cognitive tasks and logical decision making ... p.53	...mendapatkan hasil buruk dalam tugas kognitif dan pengambilan keputusan logis... p.31

The phrase *decision making* in source text is translated into *pengambilan keputusan* in target text. The translator adapting the terms from source text by replacing the word that fit in target culture. This strategy is called adaptation. In dictionary.apa.org, *Decision making* means the cognitive process of choosing between two or more alternatives, ranging from the relatively clear cut (e.g., ordering a meal at a restaurant) to the complex (e.g., selecting a mate). In the target text, the translator maintains the original terms of *decision making* into *pengambilan keputusan* to minimize the reduction of the meaning.

4. CONCLUSION

This research attempt to investigate the translation strategy applied in the target text by using Andrew Chesterman translation. This research the strategy of translation is demonstrated, and it shows that there are 8 strategies found in the target text, literal translation 35 data, loan 2 data, calque 14 data, transposition 4 data, unit shift 10 data, emphasis change 3 data, paraphrase 8 data, and cultural filtering (adaptation) 24 data. Along with the strategy the principles used in the psychological term is meaning.

Literal translation is the most used strategy in the target text followed by cultural filtering (adaptation). Literal translation focuses on translated word to word, maintaining the source text structure and transfer the meaning to the nearest equivalent into the target text. This most likely to preserve the original meaning of the text due to the characteristic of psychological terms which is abstract and conceptual, therefore the translator used literal translation to minimize meaning reduction or shifting in meaning in the target text. In the other hand, cultural filtering (adaptation) is applied to match the concept of the source text to the cultural background in the target text. The text is adapted into the local cultural values to make it easier to understand, in the process it includes changing, modifying the meaning to be more appropriate for the target text reader.

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