
Naturalness translation: A parameter of translation quality assessment in a pragmatic perspective

Rahmat Wisudawanto¹, Eka Susylowati²

Sahid Surakarta University; Surakarta, Central Java, (0271) 743493
e-mail: ¹wisudawanto@gmail.com, ²eka.susylowati@trunojoyo.ac.id

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A B S T R A C T

A parameter in assessing the translation quality is naturalness. The naturalness in translation adopted the concept of translation as an act of communication. It means that translation has a proper structure and choice of words according to a particular context. The article discusses the naturalness of translation based on pragmatic studies. The study used the utterances in the tourism text Solo Calendar of Event 2018 as data since the text had a communication function in conveying persuasive messages to tourists. In measuring the naturalness, the translation must achieve the equivalence in sentence structure and the types as well as the intended meaning of an utterance. The results indicated that the translation was categorized as fully equivalence with 70.49% of total data while the less equivalence and inequivalence of translation are 24.59% and 4.91% respectively from total data. The naturalness of translation from a pragmatic point of view requires understanding the objective of communication. It involves understanding utterance functions from the source text and achieving equivalence in translation. Translators also consider the choices of utterances since they can impact the target audience. The analysis of naturalness using pragmatic perspective offers new insight in the translation quality assessment.

1. INTRODUCTION

Translation as a complex activity requires the translator competence such as language and cultural competence. Translation activities must also be supported by the translator's ability to understand the scientific study of text. This series of competencies can support translators in producing high quality translations. It is because readers can easily understand the translation if the translation has less effort in understanding it and can still convey the message of the original text.

Quality translation can be measured from various parameters. Translation quality assessment (TQA) parameters can be analyzed using various TQA models. Translation quality assessment models are adapted to measurement purposes such as in translation teaching and research. A model TQA in translation pedagogic such as an error analysis model from the ATA framework (2021). The model analyses translation errors, including errors in meaning transfer, grammar, and writing. The translation quality assessment models in translation research include the Nababan et al. (2012) model, which measures accuracy, acceptability and readability. The other model is proposed by Al Qinai (2002), which is based on seven aspects, namely text typology and tenor, formal equivalence, thematic structure coherence, cohesion, pragmatic equivalence, register, and grammatical equivalence. Furthermore, Farahzad (1992) measures translation quality based on accuracy, acceptability, naturalness, style and cohesion.

Translation quality assessment is still interesting to study since the models use different parameters, but it still uses the concept of equivalence. It means that a high quality translation is equivalent to the source text from certain aspects. However, several translation quality assessment models still do not provide a clear operationalization of using certain linguistic theories. For example, the Farahzad (1992) model focuses more on accuracy. It means that in this model the aspects of acceptability, naturalness, style, and cohesion are not very significant or have less contribution to the measurement. Even though the model already provides quite complete parameters for measuring translation quality.

Naturalness in translation is one of the parameters for assessing translation quality that is still interesting to study (Dewi et al., 2018). This is because the aspect contributes significantly to TQA. Naturalness refers to a translation that meets the rules of the target language and culture by considering the context and target reader. Nida in Venuti (2000) states that natural translation involves language and cultural rules, context, and the target reader. Naturalness also refers to a translation that can transfer the entire message as a single unit (Jakobson in (Fadaee, 2011), which adopts the communicative function of translation (Newmark, 1988) and a natural translation with the use of appropriate style (Larson, 1984). There is no universal measurement of naturalness in translation. It means that there are no standard parameters in measuring naturalness because there is no specific linguistic analysis in measuring naturalness. Several research analyses the naturalness of translation: first, Sari & Hartono (2022) investigated the naturalness of the Indonesian translation of the figurative language. They used the naturalness assessment of Larson's to analyze the data. Second, Putranti (2018) focuses on the naturalness of translation based on the semantic perspective. This means that the research only analyses the use of lexical and grammatical in target language. Third, the research from Pesen (2022) investigated the naturalness using discourse analysis. He involved the lyric and musical notation in analyses the naturalness of translation. The article focuses on the study of naturalness translation in translation quality assessment. The analysis of naturalness using a linguistic perspective, especially pragmatic. It is implemented in the translation of tourism text so will be a new parameter in the translation quality assessment. The analysis of the naturalness of translation in tourism text using a pragmatic perspective is based on that the text is a communication between the writer of the text and the reader so in the translation of the text, the pragmatic perspective has a significant role in determining the translation quality. Therefore, this article attempts to analyze naturalness parameters in the translation of tourism text Solo Calendar of Event 2018 using pragmatic studies.

2. METHOD

The research belongs to qualitative research with case studies. It means that the research only focuses on certain cases that have become the research objective. The research also interpreted the data based on the specific analysis. This research attempted to analyze the naturalness aspect of translation using pragmatic studies. The research used data from the Solo Calendar of Events 2018. The data was all the utterances in the text. The data collection method was carried out by note taking. It meant that the researcher read and recorded all the data from the source data. The research procedures include 1) reading and recording all the source and target text utterances. 2) compare the source text with the target text to classify the level of naturalness of the translation. 3) analysis of naturalness categories based on parameters, namely translations with high and low naturalness. High naturalness is indicated by a translation that has the same structure and function of speech, while a translation with low naturalness is a translation that does not match the structure

and function of speech. 4) investigated the level of equivalence achieved by the translation and categorized it into fully equivalence, less equivalence, and inequivalence.

3. RESULTS AND DISCUSSION

The analysis of naturalness category in the translation of the Solo Calendar of Event 2018 text is divided into two, namely translations with a high and low degree of naturalness. The high degree of naturalness indicates that the translation of utterance has the same structure and function of speech while the low degree of naturalness shows that the translation does not match to the structure and speech function of utterance in the source text.

Table 1. Degree of naturalness

Degree of naturalness	Number	Percentage
High	53	86.88%
Low	8	13.11%

Table 1 indicates the level of naturalness in translation of utterances in the Solo Calendar of Events 2018. Table 1 shows two categories of naturalness, namely translations with high and low naturalness. The results show that the majority of translations are translated with high naturalness. There are around 53 data from the total data included in the translation with a high level of naturalness. In other words, 86.88% of translations are translated with a high degree of naturalness. It is because the translator succeeded in maintaining the structure and illocutionary of the translation so that the utterance has the same meaning and force as the source text. Meanwhile, 8 data from the total data or 13.11% of the data are included in translations with low levels of naturalness. The low level of naturalness represents the translator's inability to maintain the sentence structure and speech function in the target text. In other words, the translator failed to maintain the meaning and force of the source text into the target text. A details explanation of each level of naturalness can be seen as follows.

- (1) Source Text : *Penyelenggaraan pameran unggulan produk unggulan Kelurahan dalam rangka Hari Jadi Pemerintah Kota Surakarta.*
Target Text : An expo of high quality local product celebrate Surakarta city government anniversary.

The utterance (1) is an example of translation with a high degree of naturalness. In utterance (1), the translator does not only successfully maintain the sentence structure of the utterance in the target text, but also the translator can maintain the speech function in the target text. It means that the translation can convey the meaning and force of the utterance in the target text. The source text has a statement sentence structure with an assertive illocutionary, which states that the information in the sentence is a fact. The translation also shows the same text structure, namely statement sentences. It is demonstrated by the use of assertive illocutionary which shows the information that the speaker who is the Surakarta tourism office wants to convey to the hearer, namely the reader of the 2018 Solo Calendar of Events booklet. Therefore, utterance (1) is included in the translation with a high naturalness category because translation not only can maintain the same structure but also speech function.

- (2) Source Text : *Nikmati berbagai pertunjukkan menarik di Kebun Binatang Jurug dalam perayaan Tahun Baru 2018*
Target Text : Experience the fascinating year's 2018 celebration of the creative performance in Jurug Zoo

The utterance (2) is also included in the translation with a high degree of naturalness. A translation with a high degree of naturalness shows that the utterance in the target text can convey the same intended meaning of the utterance and still maintain the sentence structure of the source text. In this case, the translator succeeded in maintaining the sentence structure and speech function of the source text in the target text. The maintenance of sentence structure and function can be observed in the imperative sentence structure with directive illocutions maintained in the target text. It means that the translation functions as an invitation addressed to the speaker to carry out what the speaker wishes. The success of the translator in maintaining the structure and function of the speech causes the target readers to feel the same effect as the source readers of the source text so that the degree of naturalness of the speech is relatively high.

- (3) Source Text : *Perayaan akulturasi budaya Cina dan Jawa perhelatan dalam Grebeg Sudiro*
Target Text : Blend into the celebration of Chinese and Javanese cultural acculturation and performance art in Grebeg Sudiro

The utterance (3) is an example of a translation in which there are changes in the sentence structure and speech function so it is categorized as a translation with a low degree of naturalness. A low degree of naturalness is determined by changes in sentence structure and speech function in the target text. In utterance (3), the translator failed to maintain the sentence structure and speech function in the target language. It is because the translator changes the structure of statement sentences in the source text into command sentences in the target text. The changes also contribute to differences in speech function. The utterance in the source text has an assertive illocution, which means that the speaker conveys an utterance that contains information according to the facts. However, the translation of the utterance in the target text uses directive illocutionary where the speaker intends to invite the hearer to join in the Grebeg Sudiro event. It means that the use of directive illocutionary requires the hearer to do what the speaker wants.

- (4) Source Text : *Jadilah saksi dalam kemeriahan drama tradisional Jawa, Kethoprak yang ditampilkan oleh kelompok kethoprak lokal dan sekitarnya untuk mempertahankan warisan seni budaya*
Target Text : The attractive Javanese traditional drama Kethoprak performed by some famous Kethoprak groups existing in Solo and its surrounding area to preserve their heritage of arts

The utterance (4) is also an utterance that is included in the category of translation with a low degree of naturalness. It is because the translator fails to maintain the sentence structure and speech function of the target text. In other words, the translator changes the sentence structure and speech function in the target text. In utterance (4), the translator failed to maintain the sentence structure and speech function in the target language because the translator changed the imperative sentence structure in the source text to a statement sentence in the target text. The translator's

choice to change this structure impacts the differences in speech function. The utterance in the source text has a directive illocutionary that aims to invite the hearer to watch the Ketoprak performance as an effort to maintain artistic and cultural heritage. It means that the use of this illocutionary requires the hearer to be able to do what the speaker wishes. However, the translation of utterance in the target text uses assertive illocutionary, which means that the speaker conveys utterance that contains information according to the facts. The use of the illocutionary is only in the form of conveying information without any intention of inviting the hearer to do what the speaker wants.

3.1. The achievement of translation equivalence

The achievement of translation equivalence of utterance in the Solo Calendar of Event 2018 explains how the translation can maintain the same structure and speech function of the utterance in the target text. There are three categories of translation equivalence, namely fully equivalence, less equivalence, and inequivalence. Fully equivalence is shown by a translation that can maintain both of the sentence structure and speech function. Meanwhile, translations with less equivalence represent the translation of utterance that have only same structure or speech functions and inequivalence translations are translations that have different sentence structures and speech functions from the source text. The detailed explanation can be observed as follows.

Table 2. Degree of equivalence

Degree of equivalence	Number	Percentage
Fully equivalence	43	70.49%
Less equivalence	15	24.59%
Inequivalence	3	4.91%

Table 2 shows the level of equivalence in the translation of utterances in the Solo Calendar of Events 2018. Table 2 also shows three categories of equivalence, namely fully equivalence, less equivalence, and inequivalence. The results indicate that the majority of translations are translated into fully equivalence. There are 43 data or 70.49% from the total data included in the translation of fully equivalence. It is because the translator succeeded in maintaining the structure and illocutionary of the translation so that the utterance has the same meaning and force as the source text. Meanwhile, 15 data or 24.59% from the total data are included less equivalence translations. It is caused by the translators only can maintain the sentence structure or speech function in the target text. Finally, 3 data or 4.91% are considered as inequivalence translation. It indicates the translator failed to maintain the meaning and force of the source text into the target text.

The high level of equivalence as the result of a translation with a high degree of naturalness is influenced by several factors. The degree of naturalness is greatly influenced by the relationship between the writer and the reader (Fadaee, 2011). It means that a translation with a high degree of naturalness can be produced if the translator can produce a target text with the same effect as the source text. It is because the translation is an act of communication where the translator is the reader of the source text and the speaker of the target text. Therefore, translators must try to present the same text communication function between the source text and the target text. The success of the translator in maintaining the naturalness of utterance in the target text indicates that he can maintain the proper language use and currency of usage from the perspectives of native

users (Majhad et al., 2020). It also indicates that the translator does not translate the utterance literally (Putranti, 2018) since it can potentially contribute to the occurrence of untranslatability.

The topic or situation is another factor that influences the degree of naturalness (Fadaee, 2011). In this case, the translator must be able to identify the function of the source text as a tourism text. Tourism texts are not only used as information media for tourists to find out about a region's tourism agenda or places, but tourism texts also have a persuasive function, namely inviting tourists to come to the tourism agenda and places offered by a region. Therefore, understanding the appropriate context or situation for the function of tourism texts gives the translation a high degree of naturalness. A high degree of naturalness can be achieved if the translator can preserve the persuasive function of tourism text in the target text. The communication between the translator as the writer of the translation text and the target reader will be effective if they have the same perspective in interpreting the message of the text. It means that the effect that is felt by the reader in the source text should be similar to the reader of the target text. The success of the translator resulted high degree of naturalness can make the message of the text easy to understand and clear to the reader (Sari & Hartono, 2022)

Another factor contributing to the high degree of naturalness of a translation is that the translator must be able to present a translation that readers easily understand. It means the translation is easy for readers to understand using natural language (Rahimy, 2004) and adopts a style close to original text (Freitag et al., 2022). The using natural language and style close to original text can increase communication effectiveness and be acceptable and understandable for target readers. A translation that is easy to understand for the target reader if the target reader can understand without much effort. The less effort of the target reader in understanding the text is also determined by how the translation is relevant to the target reader. The translator should produce a message that proper to the target reader's background of knowledge. It can be used the stimulus information (Zhonggang, 2006) to support in understanding the message of the text.

4. CONCLUSION

The translation quality assessment can use the naturalness aspect to identify whether the structure and function of speech are properly used in the target text. Naturalness significantly determines whether the translation meets the language and cultural rules of the target text by considering a particular context and target reader. Translators must consider the relationship between writer and reader, topic or situation, and translations acceptable to the target reader. All of the factors contribute to the high degree of naturalness of the translation. The success of the translator in maintaining the naturalness of the translation affects to the preservation of the function of the text in the target language and also the text has a similar effect on both the reader in the source text and the reader of the target text.

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