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TRANSLATION TECHNIQUES AND TRANSLATION METHODS A COMPARATIVE ANALYSIS WITHIN TRANSLATION STUDIES

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TRANSLATION TECHNIQUES AND TRANSLATION METHODS: A COMPARATIVE ANALYSIS WITHIN TRANSLATION STUDIES

Gunawan Tambunsaribu

Universitas Kristen Indonesia

email: gunawan.tambunsaribu@uki.ac.id

ABSTRACT

This research aims to find out the similarities and the distinctions between translation methods and translation strategies. This research contributes to the field of translation studies by clarifying the conceptual relationship between translation methods and translation strategies. Since these two terms are often used interchangeably or misunderstood, the study helps establish clearer conceptual boundaries and enriches theoretical discussions in translation studies. This study employs a qualitative comparative research design using document analysis. Comparative qualitative research enables researchers to investigate similarities, differences, and conceptual relationships between translation methods and translation theories through systematic examination of scholarly texts and translation frameworks. This research found five common similarities between translation methods and strategies. They both a) share orientation toward source language (SL) preservation; b) share orientation toward target language (TL) naturalness; c) handle culture-specific elements; d) use of meaning transfer rather than pure form transfer; e) and share flexibility and translator intervention. Although similarities exist in both translation methods and translation strategies, they are not identical categories. In conclusion, although both frameworks contribute to translation decision-making, they operate at distinct yet complementary analytical levels.

Keywords: *translation methods, translation strategies, qualitative comparative research*

Introduction

Translation studies have developed into a multidisciplinary field that encompasses various theoretical approaches for explaining how meaning is transferred across languages and cultures. Among the most frequently discussed concepts in this field are translation methods and translation strategies, both of which play significant roles in translation analysis and practice. However, these concepts are often used interchangeably despite referring to different analytical dimensions. Translation methods generally describe broader approaches that guide translation across an entire text, whereas translation strategies tend to refer to problem-solving procedures or techniques applied to specific linguistic or contextual issues during the translation process (Newmark, 1988; Molina & Albir, 2002). Because of their conceptual proximity and overlapping functions in translation practice, the distinction between these concepts frequently becomes unclear in academic discussions and translation analysis.

Translation methods are fundamental concepts in translation studies because they explain how translators transfer meaning from a source language to a target language. According to Newmark (1988), translation methods can be

categorized into eight types arranged along a continuum between source-language emphasis and target-language emphasis. Source-oriented methods include word-for-word, literal, faithful, and semantic translation, which prioritize preserving linguistic structure, lexical meaning, and cultural aspects of the original text. In contrast, target-oriented methods consist of adaptation, free, idiomatic, and communicative translation, which emphasize readability, naturalness, and effectiveness for target readers. This classification highlights that translation methods are influenced by translation purposes, text types, audience expectations, and contextual factors, making them broader approaches applied at the textual level rather than isolated techniques. However, translation strategies play an important role in explaining how translators address linguistic, cultural, and contextual challenges during the translation process. Molina and Albir (2002) proposed a functional approach by introducing 18 translation techniques that operate at the micro-textual level to achieve equivalence between source and target texts. These techniques differ from translation methods because they focus on localized decisions rather than broad approaches applied to an entire text. Molina and Albir emphasize that translation techniques are context-dependent

choices shaped by communicative purposes, text functions, target audiences, and cultural considerations. Their framework has become influential in translation studies because it offers a systematic way to analyze translator decisions and understand how meaning and equivalence are negotiated across languages and cultures.

This overlap creates challenges in translation education and research, particularly among students who often misuse or incorrectly classify translation methods and strategies when analyzing translated texts. In many cases, students identify text-level translation approaches as strategies or classify local translation procedures as methods, leading to inconsistencies in analysis and theoretical application. Such confusion may result from the diversity of terminologies used by translation scholars and the absence of universally accepted boundaries between related concepts in translation theory (Munday, 2022). Therefore, conducting a comparative analysis of translation methods and translation strategies is important to clarify their conceptual differences and similarities, establish clearer analytical boundaries, and provide a stronger theoretical foundation for translation researchers and students. By examining these concepts comparatively, this study seeks to contribute to the more accurate application of translation theories in both academic and practical contexts.

The research problem is “what are the similarities and the distinctions between translation methods and translation strategies?”. This research aims to find out the similarities and the distinctions between translation methods and translation strategies. This research contributes to the field of translation studies by clarifying the conceptual relationship between translation methods and translation strategies. Since these two terms are often used interchangeably or misunderstood, the study helps establish clearer conceptual boundaries and enriches theoretical discussions in translation studies. The findings can serve as a reference for future researchers who are studying translation processes, translation pedagogy, or translation theory. By identifying similarities and distinctions, this research may reduce conceptual ambiguity in future studies and support more precise use of terminology. For students of translation studies, this research provides a clearer understanding of when and how translation methods differ from translation strategies. This can improve their analytical skills in identifying translation phenomena and applying appropriate approaches in translation tasks. Translation lecturers and educators may use the findings to improve teaching materials and classroom explanations regarding translation

concepts. A clearer distinction between methods and strategies may help students develop stronger theoretical foundations. Professional translators can benefit from a better understanding of the functions and applications of methods and strategies in translation practice. This understanding may support more informed decision-making during the translation process.

Method

This study employs a qualitative comparative research design using document analysis. Comparative qualitative research enables researchers to investigate similarities, differences, and conceptual relationships between translation methods and translation theories through systematic examination of scholarly texts and translation frameworks (Calzada-Pérez, 2017; Tambunsaribu, 2025). The comparative approach is suitable because translation studies frequently involve examining conceptual frameworks across scholars and paradigms rather than measuring variables quantitatively (Zha, 2022; Tambunsaribu, 2022). This research applies a qualitative comparative design to examine the conceptual distinctions and intersections between translation methods and translation theories. Comparative qualitative research allows the systematic identification of similarities, differences, and underlying assumptions across translation paradigms (Tyulenev & Zheng, 2017; Mello, 2021).

The study adopts a descriptive-comparative approach. Descriptive analysis is used to explain the characteristics of each translation method and theory, while comparison identifies convergences and divergences among them. Translation studies scholars often use comparative frameworks to map disciplinary developments and theoretical evolution (Nzimande, 2023). A descriptive-comparative approach is used to classify, interpret, and compare translation methods and translation theories based on their objectives, assumptions, practical applications, and theoretical orientations (Muñoz et al., 2018).

This research relies on secondary data sources, including books on translation studies, journal articles discussing translation methods and theories, foundational works from translation scholars, and previous comparative studies in translation studies. Representative scholars whose works may serve as theoretical references include Newmark (1988), particularly for translation methods; Nida (1982), for equivalence theory; Venuti (2018), for domestication and foreignization; Nord (1997), for functionalism; Toury (1997), for descriptive translation studies; and Vinay and Darbelnet (1995; 2002), for

translation procedures and methods. These sources provide the conceptual foundation for comparative examination and facilitate a deeper understanding of the development and application of translation theories. The use of documentary sources is common in translation scholarship, as they support the analysis of theoretical development and scholarly discourse within the field (Nzimande, 2023).

The study uses document analysis. The steps that the researchers conducted in doing this research are as follows: a) to collect scholarly literature related to translation methods and theories; b) to categorize concepts into thematic groups; c) to extract definitions, assumptions, objectives, and applications; and d) to organize findings into comparative categories. Document analysis is widely used in translation theory research because theoretical inquiry depends heavily on textual interpretation and conceptual categorization. Data were collected through document analysis involving the identification, classification, and interpretation of scholarly materials related to translation methods and translation theories (Tambunsaribu & Prasetyo, 2024).

Coding and categorization in this research involve systematically organizing theoretical data into meaningful analytical units to facilitate comparison between translation methods and translation strategies. During this stage, the collected concepts, theories, and scholarly discussions are coded based on recurring themes and theoretical dimensions found across documentary sources. The coding process focuses on identifying and grouping information according to several analytical categories, including definitions, objectives, scope, applications, orientation, and key scholars associated with each concept. This process of coding and categorization enables the researcher to identify patterns, similarities, and distinctions across theoretical frameworks, thereby supporting a more systematic and structured comparative analysis (Miles et al., 2014). Through these categories, the study establishes a clearer conceptual map that facilitates the interpretation and synthesis of translation theories from multiple scholarly perspectives (Munday, 2016).

The comparative process involves coding relevant concepts from scholarly literature, organizing them into thematic categories, and constructing analytical matrices to identify similarities, differences, overlaps, and interrelationships between the two constructs. Furthermore, the researcher should interpret how translation methods influence macro-level

translation decisions while translation strategies function at the micro-level during textual transfer. Through this comparative thematic analysis, the study seeks to reveal whether translation methods and translation strategies operate as independent concepts, complementary processes, or interconnected dimensions within translation practice (Tambunsaribu, 2024). Such comparative procedures enable researchers to develop a clearer conceptual distinction while simultaneously understanding how both concepts contribute to translation outcomes and translator decision-making processes (Munday, 2016; Newmark, 1988). See the table below.

Interpret conceptual relationships and identify overlaps and distinctions. Comparative thematic analysis was employed to identify patterns, conceptual overlaps, and distinctions between translation methods and translation theories through coding, categorization, and interpretation processes (Sun et al., 2025). Thus, Comparative methodologies are increasingly used in translation studies to map conceptual similarities and differences systematically. This distinction aligns with translation scholarship, suggesting that methods operate more directly within translation practice, while theories provide explanatory frameworks for understanding translation phenomena (Kyrychuk, 2018).

Findings and Discussion

Comparative analysis between translation methods proposed by Newmark (1988) and translation techniques introduced by Molina and Albir (2002) presents a conceptual challenge because both frameworks operate at different levels of translation decision-making. Translation methods function at the macro level, reflecting the translator's overall orientation toward the entire text, whereas translation techniques operate at the micro level by addressing specific linguistic units such as words, phrases, clauses, and expressions. Consequently, direct one-to-one correspondence between methods and techniques is not always possible. Nevertheless, both frameworks demonstrate notable conceptual similarities in several aspects, including their orientation toward source language preservation and target language naturalness, their approaches to culture-specific elements, and their emphasis on transferring meaning rather than merely reproducing linguistic forms. Furthermore, both frameworks recognize the necessity of translator intervention and flexibility throughout the translation process and position translation choices along a continuum ranging from literal to free translation. Most importantly, translation methods and translation techniques can

both be understood as decision-making frameworks that guide translators in producing effective translations despite functioning at different analytical levels. Therefore, understanding both their similarities and distinctions is essential to avoid conceptual overlap and to establish a clearer analytical foundation for comparative translation studies. The following are the results of the comparison between “Translation Methods” and “Translation Techniques”.

Similarities between Translation Methods and Strategies

1. Shared Orientation toward Source Language (SL) Preservation

Several methods and techniques prioritize maintaining the form, structure, or linguistic features of the source text. Look at the table below to see the similarities between translation methods and translation techniques related to source language preservation.

Translation Method	Similar Translation Techniques	Similarity Analysis
Word-for-word translation	Literal translation, Calque, Borrowing.	All prioritize close adherence to SL lexical items and structure. They preserve source-language features with minimal intervention.
Literal translation	Literal translation, Calque	Both attempt direct transfer of meaning while maintaining grammatical similarity where possible.
Faithful translation	Borrowing, Literal translation, Calque, Established equivalent	These techniques help maintain contextual precision and preserve source-oriented meaning.
Semantic translation	Borrowing, Description, Compensation	These allow preservation of meaning and stylistic nuance while keeping close to the original text.

a. *Word-for-word translation method* → *Literal translation, Calque, Borrowing.*

The reason word-for-word translation is closely related to literal translation, calque, and

borrowing is that all four approaches tend to maintain a strong connection to the source language (SL) form. They prioritize preserving original lexical items, structures, or expressions with only limited adaptation into the target language (TL). Because of this, they are often grouped as source-language-oriented procedures.

Translation Technique	Why It Is Related to the Word-for-Word Translation Method	Example (SL → TL)	Explanation
Literal translation	Similar to word-for-word translation because it closely follows SL lexical choices and grammatical structures, but allows slight grammatical adjustment to fit TL rules.	She opened the door → <i>Dia membuka pintu</i>	The structure remains close to the original, but grammar is adjusted naturally for Indonesian.
Calque	Related because it directly translates the components of an SL expression or phrase into TL while preserving its conceptual structure.	<i>Skyscraper</i> → <i>pencakar langit</i>	The expression is built by translating each element (sky → <i>langit</i> , scraper → <i>pencakar</i>), keeping the original concept.
Borrowing	Related because it keeps SL lexical items with little or no translation, preserving the source form most directly.	a) computer → <i>computer</i> ; b) internet → <i>internet</i>	The source term is retained with minimal modification.

b. *Literal translation method* → *Literal translation, Calque*

In translating the entire source language (SL) text, the researcher commonly begins by applying the word-for-word translation method as an initial step. When employing translation techniques such

as literal translation, calque, and borrowing, the resulting translation tends to closely resemble the outcomes produced through the word-for-word translation method. There seems to be a small mismatch in your table: the heading asks about “Literal translation method”, but the similarity statement shown below still refers to word-for-word translation. For the literal translation method, the similarity analysis should focus on how it balances close adherence to source-language (SL) form while allowing limited grammatical adjustment for target-language (TL) naturalness.

Comparative Illustration

SL: Medical students need critical thinking skills.

TL: *Mahasiswa kedokteran membutuhkan keterampilan berpikir kritis.*

Translation Technique	Translation Result	Relationship to Literal Translation
Literal Translation	<i>Mahasiswa kedokteran membutuhkan keterampilan berpikir kritis.</i>	Preserves lexical meaning and sentence structure closely.
Calque	“ <i>Berpikir kritis</i> ” from “ <i>critical thinking</i> ”	Transfers conceptual components directly.

c. Faithful translation method → Borrowing, Literal translation, Calque, Established equivalent.

Faithful translation is closely related to borrowing, literal translation, calque, and established equivalent because all of these techniques support the translator’s goal of preserving the original meaning, contextual nuance, and source-language orientation. A faithful translation attempts to reproduce the precise contextual meaning of the source text while remaining loyal to the author’s intention, cultural elements, and lexical choices. Therefore, these techniques are useful because they minimize unnecessary adaptation and maintain semantic accuracy.

Here is the explanation of how each technique relates to faithful translation:

Translation Technique	Why It Is Related to Faithful Translation	Example (SL → TL)	Explanation
Borrowing	Maintains source-language	The patient received insulin	The borrowed term <i>insulin</i>

	terms when preserving cultural or technical precision is important.	therapy. → <i>Pasien menerima terapi insulin.</i>	maintains scientific accuracy and contextual precision.
Literal Translation	Keeps close lexical meaning and grammatical structure while preserving the source message accurately.	The committee approved the proposal. → <i>Komite menyetujui proposal tersebut.</i>	Most lexical items are translated directly while maintaining the original meaning.
Calque	Transfers source-language expressions or structures into the TL while preserving conceptual meaning.	Brainwashing → <i>cuci otak</i>	The phrase is translated element by element but keeps the original concept intact.
Established Equivalent	Uses commonly accepted translations that preserve the recognized meaning in the target culture.	United Nations → <i>Perserikatan Bangsa-Bangsa</i>	A standardized equivalent preserves meaning accurately and consistently.

d. Semantic translation method → Borrowing, Description, Compensation

Semantic translation is closely related to borrowing, description, and compensation because these techniques help translators preserve not only the core meaning of the source text but also its stylistic, cultural, and contextual nuances. Unlike literal or faithful translation, semantic translation gives greater attention to the aesthetic and expressive aspects of the original text while remaining close to the source language.

Comparative Illustration

SL: *She enjoyed drinking sake while watching the cherry blossoms.*

Translation Technique	Translation Result	Relationship to Semantic Translation
Borrowing	<i>Dia menikmati minum sake sambil melihat bunga sakura.</i>	Preserves cultural and stylistic identity.
Description	<i>Dia menikmati minum sake, minuman</i>	Adds explanation to maintain

	<i>tradisional Jepang, sambil melihat bunga sakura.</i>	meaning.
Compensation	<i>Dia menikmati sake sambil menikmati keindahan bunga sakura di musim semi Jepang.</i>	Adds contextual nuance to preserve atmosphere and effect.

2. Shared Orientation Toward Target Language (TL) Naturalness

Some methods and techniques prioritize readability and natural expression. Look at the table below to see the similarities between translation methods and translation techniques related to making the target languages sound natural for the readers.

Translation Method	Similar Translation Techniques	Similarity Analysis
Communicative translation	Established equivalent, Modulation, Variation	Focus on audience comprehension and naturalness
Idiomatic translation	Established equivalent, Modulation, Variation	Prefer natural TL expressions and idioms
Free translation	Amplification, Linguistic amplification, Compression, Reduction	Allow restructuring and freer expression
Adaptation	Adaptation, Discursive creation, Variation	Prioritize cultural accessibility

a. Communicative translation → Established equivalent, Modulation, Variation

Communicative translation is closely related to established equivalent, modulation, and variation because all three techniques prioritize reader comprehension, naturalness, and effective communication in the target language (TL). Unlike source-oriented methods, communicative translation focuses on ensuring that target readers understand the message clearly and naturally, even if some structural or lexical changes are required.

Comparative Illustration

SL: *Keep off the grass.*

Translation Technique	Translation Result	Relationship to Communicative Translation
Established	<i>Dilarang</i>	Uses a familiar

Equivalent	<i>menginjak rumput.</i>	public-sign expression.
Modulation	<i>Jangan berjalan di atas rumput.</i>	Changes wording for natural understanding.
Variation	<i>Mohon tidak menginjak rumput.</i>	Adjusts politeness level and style.

b. Idiomatic translation → Established equivalent, Variation, Modulation

Idiomatic translation is closely related to established equivalent, variation, and modulation because these techniques help translators produce natural target-language (TL) expressions while preserving the intended meaning of the source language (SL). Unlike source-oriented methods, idiomatic translation prioritizes expressions that sound familiar and natural to target readers, even if the wording differs significantly from the original.

Comparative Illustration

SL: *It's raining cats and dogs.*

Technique	Translation Result	Relationship to Idiomatic Translation
Established Equivalent	<i>Hujan deras sekali.</i>	Uses a commonly accepted equivalent meaning.
Variation	<i>Hujannya lebat banget.</i>	Adjusts style and register for the audience.
Modulation	<i>Hujan turun sangat deras.</i>	Changes expression structure while preserving meaning.

c. Free translation → Amplification, Reduction, Linguistic amplification, Compression

Free translation is closely related to amplification, reduction, linguistic amplification, and compression because these techniques allow translators to move away from strict source-language (SL) structure and prioritize meaning transfer, readability, and flexibility of expression. Unlike source-oriented methods, free translation focuses on reproducing the message in a way that sounds natural and understandable in the target language (TL), even if substantial restructuring is required.

Comparative Illustration

SL: *After a long and exhausting journey, they finally arrived home feeling relieved.*

Translation Technique	Translation Result	Relationship to Free Translation
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Amplification	Setelah perjalanan panjang yang melelahkan, mereka akhirnya tiba di rumah dan merasa lega karena perjalanan telah selesai.	Adds explanatory detail.
Reduction	Setelah perjalanan panjang, mereka akhirnya sampai di rumah.	Removes less essential information.
Linguistic Amplification	Setelah perjalanan yang sangat panjang dan melelahkan, akhirnya mereka sampai juga di rumah.	Adds linguistic emphasis for naturalness.
Compression	Mereka akhirnya pulang dengan lega setelah perjalanan panjang.	Condenses information while preserving meaning.

d. Adaptation → Adaptation, Generalization, Discursive creation, Variation

The adaptation translation method is closely related to adaptation, discursive creation, generalization, and variation because all four prioritize cultural accessibility, audience familiarity, and contextual appropriateness. Unlike source-oriented methods, adaptation focuses on producing a text that functions naturally in the target culture, even if significant changes to form, references, or expressions are required.

Comparative Illustration

SL: *He bought hot dogs and watched baseball on Independence Day.*

Translation Technique	Translation Result	Relationship to Adaptation
Adaptation	Dia membeli jajanan dan menonton pertandingan sepak bola saat hari perayaan nasional.	Cultural elements are adjusted.
Generalization	Dia menikmati jajanan dan menonton pertandingan sepak bola saat hari perayaan nasional.	The specific name of something is translated into general terms in the target language
Discursive Creation	Dia menikmati makanan khas sambil merayakan hari besar nasional.	Message recreated creatively.
Variation	Dia beli camilan	Style and social

sambil nonton register adapted.
bola pas hari
libur nasional.

3. Shared Handling of Culture-Specific Elements

Cultural transfer is one of the strongest areas of overlap. Look at the table below to see the similarities between translation methods and translation techniques related to the translation of culture-specific elements.

Translation Method	Similar Translation Techniques	Shared Function
Adaptation	Adaptation	Replace cultural elements
Semantic translation	Description, Generalization	Explain culture-specific items
Faithful translation	Borrowing	Preserve cultural identity
Communicative translation	Established equivalent	Improve cultural accessibility

a. Adaptation → Adaptation

The adaptation translation method is closely related to the adaptation technique because both share the same primary goal: replacing source-language cultural elements with target-language cultural equivalents so that the message becomes understandable, natural, and relevant for the target audience. Unlike literal or source-oriented approaches, adaptation prioritizes cultural transfer rather than formal equivalence. When cultural references, customs, institutions, foods, sports, or social practices are unfamiliar to target readers, adaptation changes these elements into something more recognizable while preserving the intended function or effect.

Comparative Illustration

Source Expression	Literal Translation	Adaptation Translation	Why Adaptation Works
Baseball	bisbol	sepak bola	Uses a more familiar cultural activity
Thanksgiving dinner	makan malam Thanksgiving	acara makan keluarga	Improves cultural accessibility
High school	sekolah	SMA	Uses an

<i>tinggi</i>	equivalent educational concept
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b. Semantic Translation → Description, Generalization

Semantic translation is closely related to the techniques of description and generalization because both techniques help translators preserve the intended meaning and cultural significance of source-language expressions when direct translation may be unclear or culturally unfamiliar. Semantic translation emphasizes conveying contextual meaning and stylistic nuance while remaining relatively close to the source text. Therefore, explaining or broadening culture-specific concepts becomes important when exact equivalents do not exist.

Comparative Illustration

SL: *Visitors enjoyed eating sushi while wearing yukata during the festival.*

Translation Technique	Translation Result in the Indonesian language (target language)	Shared Function with Semantic Translation
Description	<i>Pengunjung menikmati sushi sambil mengenakan yukata, pakaian tradisional Jepang, selama festival.</i>	Preserves cultural specificity through explanation.
Generalization	<i>Pengunjung menikmati makanan Jepang sambil mengenakan pakaian tradisional selama festival.</i>	Uses broader categories to improve comprehension.

c. Faithful Translation → Borrowing

Faithful translation is closely related to the borrowing technique because both aim to preserve the original meaning, cultural identity, and contextual specificity of the source text. Faithful translation seeks to remain loyal to the source-language (SL) message and cultural context, while borrowing directly retains source-language words or expressions when translating them would reduce meaning or cultural value.

Comparative Illustration

Source	Description	Borrowing	Why
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Expression	Original	Result	Borrowing Fits Faithful Translation
Kimono	<i>pakaian tradisional Jepang</i>	<i>kimono</i>	Preserves cultural identity
Sushi	<i>makanan Jepang</i>	<i>sushi</i>	Maintains specificity
Samurai	<i>prajurit Jepang</i>	<i>samurai</i>	Retains historical meaning
Diwali	<i>festival keagamaan</i>	<i>Diwali</i>	Keeps cultural context

d. Communicative Translation → Established Equivalent

Communicative translation is closely related to the established equivalent technique because both prioritize target-reader comprehension, naturalness, and cultural accessibility. Communicative translation focuses on delivering the message in a way that is easily understood by the target audience, while established equivalent uses expressions or terms that are already widely accepted and familiar in the target language (TL). Together, they help ensure that translations sound natural and function effectively within the target culture.

Comparative Illustration

Source Expression	Literal Translation	Established Equivalent	Why It Supports Communicative Translation
No smoking	<i>Tidak merokok</i>	<i>Dilarang merokok</i>	More natural and recognizable
Good morning	<i>Pagi yang baik</i>	<i>Selamat pagi</i>	Matches cultural usage
Keep off the grass	<i>Jauhi rumput</i>	<i>Dilarang menginjak rumput</i>	Improves clarity and usability
United Nations	<i>Bangsa-Bangsa Bersatu</i>	<i>Perserikatan Bangsa-Bangsa</i>	Uses accepted terminology

4. Shared Use of Meaning Transfer Rather Than Pure Form Transfer

Many methods and techniques shift attention from words to meaning. Look at the table below to see the similarities between translation methods and translation techniques related to focusing on the shared meaning rather than pure form transfer.

Translation Method	Similar Translation Techniques	Shared Focus
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Faithful translation	Established equivalent	Preserve contextual meaning
Semantic translation	Compensation, Modulation	Preserve meaning and effect
Communicative translation	Modulation, Variation	Preserve communicative impact
Idiomatic translation	Established equivalent	Preserve message rather than form

a. Faithful translation → Established equivalent

Faithful translation is closely related to the established equivalent technique because both aim to preserve contextual meaning accurately while maintaining the intended message of the source text. Faithful translation emphasizes loyalty to the original text's meaning and context, while established equivalent helps achieve this by using target-language expressions that are already recognized as accurate equivalents for certain terms, institutions, expressions, or concepts. Although faithful translation is generally source-oriented and established equivalent may appear more target-oriented, they overlap when the use of a recognized equivalent is the most accurate way to preserve the original contextual meaning.

Comparative Illustration

Source Expression	Literal Translation	Established Equivalent	Why It Supports Faithful Translation
United Nations	Bangsa-Bangsa Bersatu	Perserikatan Bangsa-Bangsa	Preserves institutional meaning
No smoking	Tidak merokok	Dilarang merokok	Maintains contextual function
Senior high school	sekolah tinggi senior	SMA	Matches educational context
Ladies and gentlemen	wanita dan pria	Hadirin sekalian	Preserves communicative intent

b. Semantic translation → Compensation, Modulation

Semantic translation is closely related to the techniques of compensation and modulation because all three prioritize preserving meaning, nuance, and stylistic effect rather than reproducing the exact linguistic form of the source text. Semantic translation seeks to transfer the

contextual meaning and aesthetic value of the original message while remaining relatively close to the source text. Compensation and modulation support this goal by helping translators preserve meaning and effect when direct translation would weaken or distort the message.

Comparative Illustration

SL: *The news hit him hard.*

Translation Technique	Translation Result	Shared Focus with Semantic Translation
Compensation	Kabar itu sangat mengguncangnya secara emosional.	Adds emotional emphasis to preserve effect.
Modulation	Kabar itu sangat memukul perasaannya.	Changes expression while maintaining meaning.

c. Communicative translation → Modulation, Variation

Communicative translation is closely related to modulation and variation because all three prioritize the communicative impact of the message on the target audience rather than preserving the exact linguistic form of the source text. Communicative translation aims to produce a translation that is clear, natural, and effective for target readers, while modulation and variation provide strategies for adapting meaning and style to achieve the same communicative effect.

Comparative Illustration

SL: *Keep off the grass.*

Translation Technique	Translation Result	Shared Focus with Communicative Translation
Modulation	Jangan berjalan di atas rumput.	Adjusts wording for clearer communication.
Variation	Mohon tidak menginjak rumput.	Changes style and politeness level for audience expectations.

d. Idiomatic translation → Established equivalent

Idiomatic translation is closely related to the established equivalent technique because both prioritize transferring the intended message naturally rather than preserving the original linguistic form. Idiomatic translation focuses on producing expressions that sound familiar and natural in the target language (TL), while established equivalent uses recognized and commonly accepted expressions that already

function naturally within the target culture. As a result, both approaches emphasize meaning, communicative effect, and reader understanding over word-for-word correspondence.

Comparative Illustration

Source Expression	Literal Translation	Established Equivalent	Why Supports Idiomatic Translation	It
Break a leg!	<i>Patahkan kakimu</i>	<i>Semoga sukses</i>	Preserves intended message	
Practice makes perfect	<i>Latihan membuat sempurna</i>	<i>Ala bisa karena biasa</i>	Uses natural cultural equivalent	
How are you?	<i>Bagaimana a kamu?</i>	<i>Apa kabar?</i>	Reflects natural interaction	
Ladies and gentlemen	<i>wanita dan pria</i>	<i>Hadirin sekalian</i>	Maintains communicative purpose	

5. Shared Flexibility and Translator Intervention

Some methods and techniques explicitly allow translator creativity. Look at the table below to see the similarities between translation methods and translation techniques related to shared flexibility and translator intervention.

Translation Method	Similar Translation Techniques	Why Similar
free translation	amplification, reduction	strong intervention
adaptation	discursive creation	high creativity
semantic translation	compensation	flexible meaning adjustment
idiomatic translation	variation	stylistic freedom

a. Free translation → Amplification, Reduction

Free translation is closely related to amplification and reduction because all three involve a high degree of translator intervention. Unlike source-oriented methods that closely preserve source-language (SL) structure, free translation prioritizes conveying the message naturally and effectively in the target language (TL), even if this requires adding, removing, or restructuring information. Amplification and reduction support this flexibility because they allow translators to adjust the amount of information presented in order to achieve clarity, naturalness, and communicative effectiveness.

Comparative Illustration

SL: After an exhausting journey, they finally arrived home feeling relieved.

Translation Technique	Translation Result	Why It Matches Free Translation
Amplification	<i>Setelah perjalanan panjang yang melelahkan, mereka akhirnya tiba di rumah dan merasa lega karena perjalanan berat itu telah selesai.</i>	Adds explanatory information.
Reduction	<i>Mereka akhirnya pulang dengan lega setelah perjalanan panjang.</i>	Removes less essential details.

b. Adaptation → Discursive creation

Adaptation is closely related to the discursive creation technique because both involve a high degree of creativity and flexibility in transferring meaning from the source language (SL) into the target language (TL). Rather than preserving the original wording or structure, both approaches prioritize producing a translation that creates a similar effect, emotional response, or cultural relevance for the target audience. The main connection is that both adaptation and discursive creation allow translators to recreate meaning creatively when direct translation would not achieve the intended impact.

Comparative Illustration

Source Expression	Literal Translation	Adapted / Discursive Creation Result	Why Creativity Is Needed
home alone	<i>sendiri di rumah</i>	<i>kevin di rumah sendiri</i>	creates stronger audience connection
black sheep of the family	<i>domba hitam keluarga</i>	<i>pembawa masalah dalam keluarga</i>	preserves meaning, not imagery
finger lickin' good	<i>enak sampai menjilat jari</i>	<i>jagonya ayam</i>	recreates promotional effect

c. Semantic translation → Compensation

Semantic translation is closely related to the compensation technique because both aim to preserve meaning, nuance, and stylistic effect even when direct translation cannot fully transfer them. Semantic translation focuses on conveying contextual meaning and maintaining the expressive quality of the source text. At the same time,

compensation allows translators to recover lost meaning or effects by expressing them elsewhere or in another form. Their similarity lies in flexible meaning adjustment: translators may modify wording, add explanation, or relocate meaning to preserve the overall message and impact.

Comparative Illustration

Source Expression	Literal Translation	Compensation Result	Why Compensation Supports Semantic Translation
cold smile	<i>senyum dingin</i>	<i>tersenyum tipis dengan sikap dingin</i>	Preserves emotional nuance
hit him hard	<i>memukulnya keras</i>	<i>sangat mengguncanginya secara emosional</i>	Maintains intended effect
Well, well, well	<i>baik, baik, baik</i>	<i>wah, menarik sekali, katanya dengan nada mengejek</i>	Restores sarcastic tone

d. Idiomatic translation → Variation

Idiomatic translation is closely related to the variation technique because both emphasize stylistic freedom and natural expression in the target language (TL). Idiomatic translation aims to reproduce the message using expressions that sound familiar and natural to target readers, while variation allows translators to adjust style, register, dialect, tone, or social language to fit the communicative context. Their connection lies in the fact that both approaches move away from rigid source-language (SL) forms and prioritize how the message is naturally expressed in the target culture.

Comparative Illustration

Source Expression	Literal Translation	Variation Result	Why Variation Supports Idiomatic Translation
What's up?	<i>Apa yang naik?</i>	<i>Apa kabar?</i>	Produces natural conversation
Give me a break!	<i>Beri aku istirahat</i>	<i>Jangan begitu dong</i>	Preserves communicative meaning
Hey buddy!	<i>Hei teman</i>	<i>Hei bro</i>	Matches social context

Distinctions between Translation Methods and

Strategies

Although similarities exist in both translation methods and translation strategies, they are not identical categories. Look at the comparison of the use of translation methods and translation strategies in the following table.

Translation Methods	Translation Techniques
Macro-level	Micro-level
Whole text orientation	Segment-level orientation
Overall strategy	Local procedure
The translator's global approach to translate the whole text.	The translator's specific operation to solve some translation problems

Avoiding Conceptual Confusion

Although translation methods and translation techniques share many similarities and often interact during the translation process, they should not be treated as identical categories because they operate at different analytical levels and serve different functions. The most important distinction lies in their scope of application: translation methods operate at the macro level, shaping the translator's overall orientation toward the text as a whole, whereas translation techniques operate at the micro level, addressing specific problems that arise within smaller textual units such as words, phrases, clauses, or sentences. In other words, translation methods represent the translator's global approach to the translation project, while translation techniques function as localized procedures used to implement that approach. This distinction shows that methods provide the general direction for translation decisions, whereas techniques are the practical tools used to execute those decisions during the translation process.

Translation methods are therefore associated with whole-text orientation and overall strategy. A translator selects a method according to factors such as text type, audience expectations, communicative goals, and cultural context. For example, if a translator chooses a communicative translation method, the overall objective may be to produce a target text that is natural, readable, and accessible for target readers. This choice affects the translator's broader decision-making process throughout the entire text. However, selecting a communicative method does not determine how every individual sentence should be translated; instead, it establishes a general framework within which local decisions will be made.

At the sentence or phrase level, translation techniques function as specific operations that solve particular linguistic or cultural problems. A translator working within a communicative translation framework may simultaneously apply

multiple techniques depending on the context.

The example below uses a communicative method:

SL: "He finally broke the silence and spilled the beans about the project."

TL: "*Akhirnya dia mulai berbicara dan membocorkan rahasia tentang proyek itu.*"

This translation may involve several techniques operating simultaneously:

- a) Modulation: "*broke the silence*" becomes "*mulai berbicara*", changing the expression while preserving meaning.
- b) Established equivalent: "*spilled the beans*" becomes "*membocorkan rahasia*", using a recognized equivalent expression.
- c) Amplification: adding "*tentang proyek itu*" for clarity if context requires it.
- d) Transposition: adjusting grammatical structures to fit Indonesian syntax naturally.

This example illustrates that one translation method can incorporate multiple techniques within the same passage. The method establishes the overall communicative orientation, while techniques provide the operational tools for carrying out that orientation. Another example can further clarify this distinction. Suppose a translator chooses the semantic translation method for a literary text to preserve nuance and stylistic depth. Within that broader framework, the translator might still use compensation techniques to recreate lost stylistic effects, borrowing techniques to preserve cultural references, or variation techniques to adjust dialogue styles between characters. This demonstrates that methods and techniques are complementary rather than competing concepts.

Therefore, the relationship between methods and techniques can be understood hierarchically: methods guide the translation project, whereas techniques execute translation choices at specific points in the text. Methods answer questions such as "*What overall approach should be taken?*", while techniques answer "*How should this specific problem be solved?*" Recognizing this distinction is important because it prevents conceptual overlap and allows translators and researchers to analyze translation decisions more systematically. Ultimately, translation methods provide the strategic framework, while translation techniques provide the operational mechanisms that make translation possible in practice.

Conclusion

One of the fundamental distinctions in comparing translation methods proposed by Newmark (1988) and translation techniques introduced by Molina and Albir (2002) lies in the level at which translation decisions are made. Translation methods function at the macro level because they reflect the translator's overall orientation toward the entire text and determine the general strategy adopted throughout the translation process. For example, when translating a tourism brochure, a translator applying a communicative translation method may prioritize readability and naturalness for target readers by translating "Enjoy the breathtaking scenery and local hospitality" into "Nikmati pemandangan yang menakjubkan serta keramahan masyarakat setempat", emphasizing audience reception rather than preserving the exact source-language structure. In contrast, translation techniques operate at the micro level because they involve specific procedures applied to smaller linguistic units such as words, phrases, clauses, or expressions within the text. For instance, the English idiomatic expression "break the ice" translated into "mencairkan suasana" demonstrates the use of the established equivalent technique because the translator selects a culturally accepted expression rather than translating the phrase literally. Similarly, translating the term "software" into "perangkat lunak" illustrates the borrowing combined with calque procedures applied at the lexical level. These examples demonstrate that while translation methods guide the translator's global textual orientation, translation techniques represent localized problem-solving procedures used to achieve particular translation outcomes in specific textual segments. Therefore, although both frameworks contribute to translation decision-making, they operate at distinct yet complementary analytical levels.

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