Translation Strategies of Figurative Expressions in the Book entitled The Black Swan and Their Translation in Indonesian

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Abstract

This study is focused in analysing translation strategies of figurative expressions in the book entitled The Black Swan and their translation in Indonesian. The concerns that are being analysed in this study namely the types of figurative expressions that are found in the data source and how the translation strategies are applied in translating the figurative expressions. The data that is used as the main focus of analysis is a non-fiction book entitled The Black Swan written by Nassim Nicholas Taleb and its translation in Indonesian which is translated by Alex Tri Kantjono Widodo. In presenting the analysis, the descriptive qualitative method is considered to be used. Furthermore, the types of figurative expressions are firstly defined according to the theory from Larson (1998) which consists of metonymy, synecdoche, idioms, euphemism, hyperbole, metaphor and simile. Once the types of figurative expressions are defined, the translation strategies of those figurative expressions are identified and compared with the Indonesian version according to the theory from Vinay and Darbelnet (1995) regarding the translation strategies, which consists of borrowing, calque, literal translation, transposition, modulation, equivalence, and adaptation. In compiling this research, the methods that are used firstly are collecting the data first according to the types of figurative expression along with its translation in Indonesian, then followed by identifying the translation strategies used in translating the figurative expressions by the translator. Furthermore, in defining the translation strategy, the existence of equivalence is considered as the most-used strategy in translating the figurative expressions. Thus, it can be concluded that the meaning of figurative expressions are being prioritized to maintain, although the grammatical structure of source language and target language are different.

Keywords : figurative expressions, translation, translation strategies

1. Introduction

Translation can be considered as a significant thing in current multicultural and multilingual societies that have a different background of cultures and languages, the translation studies are able to be described as an inter-discipline, in which translation studies have been viewed in strong relation with other disciplines such as linguistics, language studies, philosophy, cultural studies, discourse studies and so on (Munday, 2012 : 22-24). Considering the extensively of translation itself, translation is defined as a study that helps individuals to connect the communication to each other in multilateral intercultural communication that affects all of life aspects. Basically, according to Larson (1998;3) states that translation is a process of transferring meaning from texts in the source language into the receptor language. Therefore, it can be concluded that the translation refers to a text of source language (SL) that is reproduced into the target language (TL) and it should be equivalent in order to the original text is able to be perceived by the targeted person through the translation result and without losing its original information from the source language (SL).

Furthermore, one of the aspects that need a translation process is literary works. Literary works have become a part of human life. Translating a literary work will be a challenge for those translators since in translating the literary work, there is not only transferring the language of those source languages to the particular target languages, but it also involves the process of artistic creation by imitating, capturing the spirit of original work, defining expressions that correspond to feelings, and conveying the original message clearly without changing the style of the original language. The thing that should be emphasized in translating literary work is the process of translation which contain differences in the linguistic system and culture.

Moreover, in those literary works, it is often to find the use of figurative language that is used by the writer to beautify its writing. According to Kinasih (2019;3) figurative language is one imaginative language frequently used in novel or other literary works. It also departs from the straight-forward use of words, and it aims to create a special effects, clarify ideas and make writing more colorful and forceful. According to the definition of figurative language itself as stated above, it becomes a great challenge for the translator in transferring the interpretation of figurative language from source language to the target language, while transferring those expressions in figurative language, the point that becomes a consideration is the meaning that should be equivalent in the source language and target language. While the process of translating that, the translator will encounter a lot of expressions that are used by the author according to her or his style. Therefore, in analyzing the way of translator in transferring the meaning from source language into the target language, the strategy of translation is needed by the translator.

The involvement of translation strategy is totally needed by the translator when translating the books with different languages. The strategy of translation should be applied in making the result acceptable by the reader, the translation strategy is required in order to help the translator conveys a message from source language (SL) to target language (TL), each of the languages perhaps has its own meaning according to the context of language usage. Furthermore, as the language also identifies the culture of the nation, each language also has its own cultural identity that should become a consideration for a translator in translating the languages and the equivalence of the translation result from those languages should be found since the meaning of the overall context of SL and TL cannot be avoided, cannot be overlapped but it should be remaining the same although the languages are different. Therefore, it could be concluded that the translation strategy should be used by the translator in dealing with the challenge of translating the text, especially the text that contains with figurative language. Therefore, through this analysis the translation strategy of figurative expression will be examined and analyzed in this research.

Furthermore, in this research, the data that will be used by the writer is a published book that has two different versions, in which the original version of the book is in English and has been translated into Indonesian version. One of the well-known and also best-seller books that is known from New York is entitled The Black Swan, this book is categorized as non-fiction and a best seller since this book visualizes the random unexpected phenomena that need readiness in facing those phenomena. Moreover, this book contains a lot of figurative expressions since there are a lot of words that are better to be stated figuratively since the writer of the book states some words in an imaginary way that help the reader in visualizing the intended meaning in the book. Moreover, in this analysis, the figurative expressions are used by the writer are analyzed along with its translation strategy that is used by the translator in target language.

Theoretical Framework
The theories consist of two different theories, which are the main theory and supporting theory. First of all, the main theory in this analysis is the theory regarding the translation method that proposed by Vinay and

Darbelnet (1995), this is also considered as some strategies regarding translating the text from the source language into the target language. Moreover, the supporting theory is about defining the type of figurative expression that is proposed by Larson (1998).

2.1. Translation Strategies

Vinay and Dalbernet (1995:30) proposed seven types of translation procedures. Those are divided into two categories; they are direct translation which consists of borrowing, literal translation, calque and oblique translation which consists of transposition, modulation, equivalence, and adaptation. In this section of discussion, the explanation given is divided into two categories as mentioned above.

2.1.1. Direct Translation

It is used when a source language message can be transferred perfectly into a target language message. This strategy consists of three procedures there are borrowing, literal translation, and calque.

2.1.1.1. Borrowing

Borrowing is referring to a case where a word or an expression is distributed from the source language and used in the target language. For example in introducing some flavor or food names in source language like 'tequila' and 'tortillas' and so on. It is better to translate it directly with the original name rather than trying to find the equivalent language in the target language.

2.1.1.2. Calque

A calque can be considered as a special kind of borrowing whereby a language borrows an expression form of another language, but then it is translated literally each of its elements to the target language. Vinay and Darbelnet cited in Venuti (2000; 84-93) defined that the existence of calque will create the result of target language which is categorized into two, there are a lexical calque which respect to the syntactic structure of target language (TL) which introduces a new mode of expression, the second is structural calque which introducing a new construction into a language. For example: functional strategy is translated into strategi fungsional in Indonesian language (Herman; 2016).

2.1.1.3 Literal Translation

Literal, or word for word, translation is the direct transfer of a SL text into a grammatically and idiomatically appropriate target language text in which the translator focuses predominantly on adhering to the linguistic servitudes of the target language. Example : leafy trees is translated into pepohonan lebat in Indonesian language (Herman; 2016).

2.1.2. Oblique Translation

On the other hand, the oblique translation is used when a source language text cannot be directly translated without the semantic or lexical changes in a target language text. This strategy consists of four procedures, there are transposition, modulation, equivalence, and adaptation.

2.1.2.1 Transposition

Transposition can be defined as a translation process that involves replacing of parts of speech with another without changing the meaning of the message. The change of sequence also can be followed by the change of word class, the change from singular to plural and others. This change can occur because the source language and the target language have the different grammatical structure. Example : A pair of glasses is translated into sepasang kacamata in Indonesian (Herman ; 2016)

2.1.2.2. Modulation

Modulation is a variation of the form of the message, obtained by a change in the point of view. Modulation procedure refers in changing a perspective, an alteration of perspective is required in the context where a literal or even transposed translation is still read unidiomatic and unsuitable in the target language. Example: It isn't expensive is translated into ini murah in Indonesian (Herman;2016)

2.1.2.3. Equivalence

Equivalence can be defined as using the term to refer to cases where languages describe the same situation by different stylistic or structural means. Example : Hello is translated into selamat pagi, selamat siang in Indonesian, expression "ouch" in English is translated into "aw" in Indonesian. (Herman;2016)

2.1.2.4. Adaptation

Adaptation is used where the type of situation in source language is unknown in the target language culture. In this matter, the translator should be able in creating a new situation that can be considered as an equivalent situation both in the culture of source language and target language. Adaptation can be described as a special kind of equivalence, a situational equivalence. In this procedure, the situation to which the message refers does not exist in the target language and must be created by reference to a new situation which has quite similar concept. Example : hide and seek is translated into petak umpat in Indonesian (Herman ; 2016).

2.2. Figurative Expression

The existence of figurative sense or also considered as an expression, according to Larson (1998:121) it is related to the occurrence of a single word that has various senses and those senses are signaled by the context, which is also related to the occurrence of the other words according to their context. Regarding the figurative sense itself, two different senses occur, there are primary sense and secondary sense. Primary sense is related to the first meaning that comes to mind of most people when a lexeme is uttered alone, generally, it is referring to an actual physical thing, an action of characteristics of a referent. Meanwhile, secondary sense is a meaning that is more abstract than a primary sense of a lexeme but still shares some of its semantic components, its usage and context are quite different with the primary sense. However, it can be concluded that based on two different meanings purposed by Larson aforementioned above. The same word may have a different meaning when the word is used in a different context. According to Larson (1998:121) there are seven types of figurative expressions, there are metonymy, synecdoche, idioms, euphemism, hyperbole, metaphor and simile

2.2.1 Metonymy

Metonymy is the use of words in a figurative sense involving association (Larson, 1998:121). An expression that has collocation with other words, but they are not synonymous, is used in a figurative way. It can be divided into metonymy based on a spatial relationship, based on a temporal relationship and based on logical contiguity.

2.2.1.1. Metonymy Based on a Spatial Relationship

This part of metonymy can be found in the sentence he has a good head, head is referring to the brain, which head is the place where the brain is. Moreover, there is another example for this kind of metonymy, which is the kettle is boiling, where the word 'kettle' does not mean the kitchen utensil, but it refers to the water which is in kettle. It can be concluded that this kind of figurative expression is only found where the words is associated with the certain words, for example if the word 'kettle' is associated with the word 'boiling' since there is a water inside the kettle which can be associated with the word 'boiling'.

2.2.1.2. Metonymy Based on a Temporal Relationship

This part of metonymy can be found in this sentence, we have waited for this day with anticipation. The word 'day' is referring to the special day, whether the intention of the speaker refers it to Independence Day or other certain day. Moreover, this kind of metonymy is also able to be found in this sentence your hour has come. The word "hour" refers to the special occasion, for instance, if this sentence is uttered by the students, this expression refers to the time of examination.

2.2.1.3. Metonymy Based on Logical Contiguity

This part of metonymy can be found in this expression I read Shakespeare, the word " Shakespeare is not referring to the Shakespeare itself, but it refers to the literature work that is created by Shakespeare. Thus, the interpretation of logical contiguity needs an interpretation, it means the imagination of possible situation needs to be comprehend. (Shutora, Kaplan, Teufel, Korhonen ; 2013).

2.2.2 Synecdoche

This part of figurative expression is defined as a expression which consist of part-whole relationship. For example : I am not going to let him come under my root, root cannot be literally defined as root, but in this expression root refers to the home.

2.2.3. Euphemism

Euphemism is part of figurative expression which is similar with metonymy, but this existence aims to substitute one word for another word. However, euphemism is used to avoid an offensive word, or one that is socially unacceptable or one is unpleasant. All languages have euphemism expressions which substitute for certain words, especially in the area of sex, death and supernatural.

2.2.4. Hyperbole

This figurative expression refers to the use of exaggeration which is deliberately used for effect and it is often difficult to be understood as if it were a literal description. For example is I am frozen to death which means I am very cold

2.2.5. Simile

Simile is the usage of figurative expression, which aims to compare the first idea to the second idea implicitly. For example : John is a tiger

2.2.6. Metaphor

Metaphor is also considered as a figurative expression which similar with simile that has a function to compare two different objects. However, the difference is, metaphor expresses the comparison explicitly, by using "like" and " as", the comparison can be noted. For example : John sleeps like a log.

3. Research Method

This study is focused in analyzing the translation strategies that are used by the translator in translating the figurative expressions that found in one of the best seller books, entitled The Black Swan written by Nicholas Taleb in 2007 and this book is translated into some languages and one of them is translated into Indonesian by Alex Widodo in 2009. In the process of data collecting until analysis, the observation is conducted by comparing the original book and the Indonesian version by noting the existence of figurative expression. Then, after the figurative expressions are found, the translation strategies are identified which compared the original version as well as the Indonesian version. Furthermore, this analysis will be in descriptive analysis, which will be involving more explanation in the detailed way. Thus, in defining the existence of figurative

expression, the theory from Larson (1998; 121) is used to support this analysis. Moreover, regarding the translation strategies, the theory from Vinay and Darbelnet (1995;30) is considered to be used in defining the type of translation strategies that are used by the translator in translating the figurative expressions.

4. Result and Discussion

From analyzing this research, it can be concluded further that, the process of translating the figurative expressions takes more challenge, while transferring those figurative expressions, the point that becomes a consideration is the meaning of figurative expressions should be equivalent both in source language (SL) and in the target language (TL).

Here are the following data that represents the finding of figurative expressions as well as the translation strategies that are used by the translator in translating those expressions to Indonesian.

4.1. Metonymy
4.1.1. Metonymy Based on A Spatial Relationship

SL	TL
Don't cheat by using the explanations drilled into **your cranium** by your dull high school teacher (TBS) (Prologue, XVII)	jangan berbohong menggunakan cerita yang pernah ditanamkan ke dalam **benak anda** oleh guru sejarah di sekolah (TBS) (Prologue,XX)

The figurative expression that exists in the above example is highlighted in the bold part, the phrase "your cranium" is determined to be a metonymy based on a spatial relationship, since based on the context itself, "your cranium" is associated with the brain that human has. According to the Merriam-Webster, the word "cranium" is defined as the part of the skull that encloses the brain. Furthermore, the word "cranium" based on the context of word in the above example, cannot literally be defined as a part that encloses the brain but the word "cranium" is a substitute part that can be associated with the brain or mind that human has to consider or to think about specific cases. Therefore, it can be concluded that it is determined as a metonymy based on a spatial relationship, since the cranium itself is associated with the mind that human has but it is represented by part of whole organ of brain itself, which is cranium.

After defining the type of figurative expression, the type of translation strategy is defined by comparing the data source of Indonesian and English version, the type of translation strategy of equivalence is used, as can be seen on the above data, the phrase "your cranium" is translated into *"benak anda"* in Indonesian, since the phrase "your cranium" can be defined as a brain or mind in English. Furthermore, the word brain or mind in Indonesian is able to translate literally as *"otak"* however, the translator tends to translate it into *"benak"* which can be defined as a thought or idea. This part is translated in an equivalence way, because it will be more natural in Indonesian translation as the full sentence that contains in this part "don't cheat by using the explanations drilled into your cranium by your dull high school teacher" it is associated with the idea and information that human has. Then, the word "cranium" is proper to translate into *"benak"* since it is associated with idea or information that generally saved in the brain.

4.1.2. Metonymy Based on a Temporal Relationship

SL	TL
If you are a prostitute, you work **by the hour** and are (generally) **paid by the hour** (TBS, 2007, XXVII)	Apabila anda seorang pelacur, anda bekerja **berdasarkan jam** dan (umumnya) **dibayar sesuai dengan jumlah jam layanan anda** (TBS. 2009, XXXVI)

The above example is categorized as a metonymy of temporal relationship since the word 'hour' cannot be defined literally according its actual meaning. It the context of situation of the above sentence. Hour is considered as a duration of working as a prostitute that can be used as a basic matter on how the prostitute is being paid. However, the word 'hour' is defined literally according to Merriam-Webster dictionary as the time as day reckoned in two 12-hours periods. Moreover, time is also indicated as the time reckoned in one 24-hour period from midnight to midnight using a 4-digit number of which the first two digits indicate the hour and the last two digits indicate the minute. Therefore, according to the above sentence 'hour' is not indicated as a time reckoned in two 12-hours. Thus, it can be categorized as a metonymy of temporal relationship since the word 'hour' has a temporal meaning in the sentence, according to the context of situation of the sentence. Furthermore, here are the comparison between SL and TL of the figurative expression

　　SL : By the hour

　　TL : Berdasarkan jam

According to this comparison, the translation strategy that can be concluded in literal translation. According to the definition of literal translation as the strategy of translation that involving word per word translation, which also means the direct transfer from SL text into a grammatical and idiomatically appropriated in the target language. As can be seen, there is no any significant difference between SL and TL and the word order is also equal between those languages.

　　SL : Paid by the hour

　　TL : Dibayar berdasarkan jumlah layanan anda

It can be seen the comparison between the source language and the target language of the figurative expression above, that figurative expression is categorized as an equivalent translation. According to the definition of equivalent translation, which means the way on how the translator translates it prioritizing the meaning of the sentence. Overall, it can be concluded that where one language is translated into another language, those languages describe the same situation, thus it meets the characterization of equivalence translation. In the translation result, the translator is trying to define the meaning if the sentence in the source language, as it is categorized as a figurative language of metonymy based on the temporal relationship. Thus, the translator does not maintain the existence of figurative expression itself but the translator chooses to define the sentence and gives a clear definition to the readers. Thus, in the target language, the figurative expression is not maintained by the translators.

4.1.3. Metonymy Based on a Logical Contiguity

SL	TL
Indeed **those who read too much Wittgensetein** (and writings about comments about Wittgensetein) may be under the impression that language problems are important (TBS, 2007,XXV)	Sesungguhnya, **mereka yang terlalu banyak membaca karya Wittgenstein** (dan tulisan-tulisan berisi komentar tentang Wittgenstein) (TBS, 2009, XXXI)

The figurative expression that has been bold above is categorized as a metonymy, particularly a metonymy of logical contiguity, this metonymy can be defined as a figurative sense which occurs in collocation with the certain word, and it cannot be regarded as synonymous. As the figurative expression of full sentence "Indeed those who read too much Wittgensetein" it does not mean that it is literally reading Wittgensetein, since it is very irrational that the person is reading a person. "Wittgensetein" refers to the philosopher named Ludwig Josef Johann Wittgenstein, who was an Australian – British philosopher who worked primarily in logic, the philosophy of mathematics, the philosophy of mind and the philosophy of language and also considered to be the greatest philosopher of the 20th century. Therefore, the figurative expression as bold in the whole sentence does not refer to the person itself, but it refers to the work that is made by Wittgensetein itself.

The translation strategy that is used by the translator in translating the figurative expression is categorized the method of modulation, where the translator understands the sentence that is translated containing the figurative expression, then the translator tries to adjust it in the TL by changing the perspective of the certain figurative expression, since in SL it is written as "who read too much Wittgensetein", the translator changes it into "yang membaca karya Wittgensetein" , the translator does not translate it literally becoming "membaca Wittgensetein" but the translator tends to change the point of view since it contains with the figurative expression that denotes the different meaning with what it is written in the text, thus, instead of "membaca Wittgensetein". The translator tends to translate it into "membaca karya Wittgensetein".

4.2. Synecdoche

SL	TL
After things got bad for him**,** they somehow recovered by **some invisible hand**, and he was led to believe that it was his intrinsic property to recover from hardship (TBS, 2007, CXIII)	Setelah sesuatu menjadi buruk baginya, entah bagaimana**, seperti ada tangan tak kelihatan**, dan ia tergiring untuk percaya bahwa kemampuan dasarnyalah yang membuatnya selamat dari bahaya (TBS, 2009, CLI)

The bold part above is categorized as a figurative expression, typically it is classified as a synecdoche, synecdoche can be defined as the use of figurative expression based on part-whole relationship. According to the figurative expression above the phrase "some invisible hand" cannot literally be defined as a hand, meanwhile the word "hand" there is representative of a human that is substituted by the hand. Therefore, the phrase "some invisible hand" is defined as "some invisible humans".

The translation strategy that is used by the translator in translating the figurative expression above is literal translation here is the following comparison between SL and TL :

SL : some   invisible hand

TL : seperti ada tangan tak kelihatan

Starting from the beginning, the word "some (pronoun)" is considered as an unspecified number or amount. Furthermore, it can be defined that the exact number is unknown, then in Indonesian is translated into "seperti ada" which can be defined if something occurs but the number is unknown or unspecified. Moreover, the phrase "invisible hand" which is separately, the word "invisible" refers to "tak kelihatan" and the word "hand" refers to "tangan". Therefore, it can be concluded as a literal translation, which word for word translation is conducted and also the direct transfer from SL to TL into grammatically and idiomatically appropriate in target language, which is Indonesian.

4.3. Idiom

SL	TL
I am certain that I would have been treated **as a black sheep** (TBS, 2007, VI)	Saya yakin bahwa saya akan diperlakukan sebagai **orang yang tidak berharga** (TBS, 2009, VIII)

The above figurative expression can be classified as an idiom, as the definition of idiom itself as an expression of at least two words which cannot be understood literally. Moreover, the phrase "black sheep" cannot be defined as a sheep that has a black color. According to the Cambridge dictionary, a black sheep can be classified as an idiom, which means as a person who has done something bad that brings embarrassment or shame to his or her family.

The translation strategy that can be defined in translating the figurative expression above is considered as an equivalence, as the meaning of equivalence itself, as using the term to refer to the cases where languages describe the same situation by different stylistic or structural means. Furthermore, compare between SL and TL above, the translator translates it into the meaning of its idiom, which is "orang yang tidak berharga" which literally translated in English into "worthless person". Thus, the phrase of "worthless person" has a similar meaning with the idiom of "black sheep" which means as a person who has done something bad that brings embarrassment or shame to his or her family and from that kind of situation, it makes the person itself worthless.

4.4. Euphemism

SL	TL
Split-brain patients have no connection between the left and the right sides of their brain, which prevents information from being shared between the two celebral hemispheres. **The patients are jewels, rare and invaluable for researcher** (TBS, 2007, LXV)	Pasien penderita split-brain tidak mempunyai alat penghubung antara sisi kiri dan kanan otak mereka, yang membuat kedua belahan otak itu tidak dapat berbagi informasi, **pasien seperti itu langka dan berharga sekali bagi para peneliti** (TBS, 2009, LXXXVI)

The above data can be classified as a figurative expression of euphemism, as the definition of euphemism itself, it can be defined as a figurative expression that is used to avoid an offensive expression or one that is socially unacceptable or considered unpleasant. Therefore, as can be seen above the sentence "the patients are jewels, rare and invaluable for the researcher". According to the whole context of situation as defined above, it can be defined that the patients that are intended on the sentence has an immoderate condition, which the patients have a solid-brain condition, or there is no connection between the left and the right sides of the brain, that condition can result in the disturbance of accommodating information then instead of stating the rare condition of the patients itself, the writer tends to use the figurative expression to describe the condition of the patients by using appropriate description, then the translator tends to use the expression of "the patients are jewels, rare and invaluable for researcher". Thus, to describe the condition itself, the writer uses the adjectives "jewels, rare and invaluable" to describe the condition of the patients with rare disease, instead of using the obvious description to describe the patients' condition, then to describe it by using the first adjective "jewels", the jewels can be defined as a precious stone. Furthermore, the euphemism is defined by using the idiom term, which jewels refer to the best, most valuable or most important person or thing of someone or something. Then this term describes that the patients are the most important person and can be defined as an invaluable person, instead of describing the suffer that is experienced by the patient, the translator tends to use the idiom to show how the patients are.

Furthermore, the words that are considered as a euphemism are rare and invaluable, those words categorized as a euphemism since those are describing the condition of patients in an appropriate way, instead of describing the disease that is possessed by the patients itself and how the disease makes the long term misery to the patients that considered as an unpleasant description.

Furthermore, for the translation strategy that is used by the translator, the translator is considered adopting the modulation in translating this figurative expression, here are the comparison of SL and TL of the figurative expression

SL : The patients are   jewels, rare and invaluable   for   researcher
TL : Pasien   seperti itu langka dan berharga sekali   bagi para peneliti

The adjective of jewels, rare and invaluable are considered to translate into TL as "langka dan berharga sekali" the word "jewels" according to its characteristics as a precious stone, then it refers to the word "berharga" or literally in English, it is translated into "precious", then it can be concluded that the translator uses the translation strategy of modulation, as the definition of modulation itself, the strategy refers to the variation of the form of the message, obtained by a change in the point of view. Modulation procedures refer to changing a perspective, an alteration of perspective is required in the context where a literal or even transposed translation is still unidiomatic and unsuitable in the target language, then to make the translation result is more acceptable and sound natural, the procedure of modulation is needed, the comparison between SL and TL for the figurative expression can be seen, where the translator does not translate literally the word "jewels" but the translator changes the perspective of the word itself, the translator changes it into the characteristics of jewels itself as a precious stone. Furthermore, in a complete figurative expression " jewels, rare and invaluable" is translated into "langka dan berharga sekali", the phrase "berharga sekali" is taken from the SL "jewels and invaluable", basically the word "invaluable" can be defined as having a great value that is impossible to calculate or priceless then it has the same meaning with precious as the characteristics of jewels which is precious too, then for the word "langka" is taken from the word "rare" which is translated literally by the translator, then it can be said that the translator uses two strategies namely literal and modulation translation strategies in translating the figurative expression.

Furthermore, the data which is still categorized as an euphemism is found, which is explaining about the situation, not the person as the previous examples.

4.5. Hyperbole

SL	TL
I experienced the strangest feeling I have ever had in my life, this deafening trumpet signalling to me that I was right, **so loudly that it made my bones vibrate** (TBS, 2007, XIX)	Saya mengalami perasaan paling aneh yang pernah saya alami dalam hidup saya; hiruk-pikuk yang luar biasa itu memberikan tanda kepada saya bahwa saya benar, **tanda yang begitu jelas sampai membuat tulang-tulang saya gementar** (TBS, 2009, XXV)

The aforementioned data, especially the part that has been bold is classified into hyperbole, as the definition of hyperbole itself, as a figurative expression that contains of exaggeration and overstatement, then the sentence "so loudly that it made my bones vibrate" is classified into hyperbole, since that sounds impossible if reacting on the specific situation, the bone will vibrate as described above, the phrase "my bones vibrate" is denoting to the situation that surprisingly effects someone's feeling, the effect is quite strong then it makes the entire body feels the effect, then to exaggerate the situation and also to beautify the writing, the translator considers to describe it in hyperbole way.

Furthermore, for the translation strategy that is used by the translator in translating the figurative expression is modulation and literal translation, here is the comparison between SL and TL of the figurative expression

SL : so loudly   that it made   my bones vibrate

TL : tanda yang begitu jelas   sampai membuat tulang-tulang saya gementar

From the above comparison above, the phrase "so loudly" is translated into "tanda yang begitu jelas", this part can be considered using translation strategy of modulation, as the definition of modulation itself, as a variation of the form of message, contained by a change in the point of view, modulation procedure refers in changing a perspective that aims to make the translation result is more acceptable and sounds natural. Literally, the phrase "so loudly" can be translated into Indonesian as "begitu keras", or according to Merriam-Webster dictionary, the word "loudly" comes from the adjective "loud" which means marked by intensity of volume of sound, then the word "loud" is related to the volume, but in this part the translator translates it into "tanda yang begitu jelas", meanwhile "tanda yang begitu jelas" is literally translated into "an obvious sign", but for this part the translator changes the perspective of the word itself, by using the effect of "loud" it makes a great marker for the existence of the object, thus it will make the existence of the specific object is obvious. Therefore, by translating it into "tanda yang begitu jelas" still relates the whole context of situation.

Moreover, for others part, the translation strategy of literal translation strategy is used in translating the figurative expression, here is the comparison that indicated the existence of literal translation on figurative expression

SL : that it made   my bones vibrate

TL : sampai membuat   tulang-tulang saya gementar

As the definition of literal translation strategy, it means word-for-word translation or can be said as the direct transfer of a SL text into grammatically and idiomatically appropriate TL, in which the translator focuses on the linguistics structure of the target language. Furthermore, it can be seen clearly that the SL is translated word per word in TL, but the translator tends to adjust the linguistics structure of the TL.

4.6. Metaphor

SL	TL
Many people acted as if they were in an old James Bond movie, or the days when playboys smoked, drank, and instead of going to the gym, cultivated relationship with good tailors (TBS, 2007, V)	**Banyak orang bertindak seolah-olah mereka berada dalam sebuah film James Bond lama,** atau pada masa Ketika para playboy gemar merokok, minum-minum, dan alih-alih pergi ke pusat kebugaran, lebih suka menjalin hubungan baik dengan penjahit yang baik (TBS, 2009, VI)

The above data can be classified as a metaphor, metaphor can be defined as an analogy, which conveys by using metaphoric words and also denotes rhetorical figures of speech that achieve their effects via associations, comparisons or resemblance, from the above example the sentence contains with metaphor, which in the sentence can be seen that the action that people do is compared with the action that is done by James Bond, James Bond is a film character, the character is illustrated as a peerless spy, notorious womanizer and masculine icon, James Bond represents a dominant of masculinity, especially the way on how the character treats the women and femininity and homo social relationship in relation to the masculinity. Moreover, the character

of masculinity can be described as manliness, it is associated with mobility, toughness and adventurousness. Furthermore, as can be understood in the whole sentence (including the part that is not identified as a figurative expression) the whole sentence is defined that if the man (playboy) instead of smoking, drinking, and going to the gym, they tend to do something beneficial namely building relationship with other persons, this kind of attitude is the small illustration of being masculine, as described above that being masculine is able to engage a relationship to another people both of man and women.

Furthermore, for the translation strategy that is used by the writer in translating the text can be classified as equivalent, here is the comparison for between SL and TL

SL : Many people   acted   as if   they   were in an   old James Bond movie
TL : Banyak orang bertindak seolah-olah mereka berada dalam sebuah film James Bond lama

It can be seen clearly between that previous comparison, the equivalent is currently used, as the definition of equivalent itself, it can be defined as the term to refer the cases where language describes the same situation by different stylistic or structural means, it can be clearly that the SL "as if they were in an old James Bond movie" contains with the conditional sentence, when defined as the conditional that is used to refer to the situation that is unreal or not based on a fact, or it can be said that it refers to a hypothetical condition, meanwhile in Indonesian, there is no any language rules to indicate the existence of conditional sentence. However, the translator tries to find the equivalence in Indonesian, then the phrase "as if they were" which can be defined as a type of conditional sentence in English is translated into "seolah-olah mereka berada" which means if the situation is not real and it can be said that the situation has the same illustration with another scene. Therefore, it can be concluded that the TL has reached the essential meaning in SL.

4.7. Simile

SL	TL
A later holder of the same history chair at the Collēge de France, Paul Veyne, aptly **talked about religions spreading "like bestseller"** – a comparison that indicates unpredictability (TBS, 2007, XI)	Pemegang jabatan yang sama dijurusan sejarah Collēge de France, Paul Veyne, dengan fasih **berbicara tentang penyebaran agama "seperti bestseller"** – sebuah perbandingan yang menunjukkan betapa fenomena itu tidak dapat diramalkan (TBS, 2009, XIV)

The above data can be defined as a simile, as the definition of simile itself as a figure of speech that compares two things unlike by using the conjunction such as like, as or than. In forms of comparison, simile allows two ideas to remain distinct in spite of their similarities. Furthermore, on the aforementioned data, the writer compares between two unrelated objects, the first one is religions spreading and the second one is bestsellers, the writer compares the action of religions spreading and the phenomena of best seller, literally the word best seller can be defined as the book or product that sells in very large number. Then the phenomena of best seller to the related product is connected to the religions spreading. Furthermore, the phenomena of religions spreading is described as something that easily bring the impact to the society and easily known and has been spread, like the favourite product that easily known by the society and the product is already being spread in the society. The religion is considered as a best seller since the teachings that directly brings the impact on society's mindset and perhaps change the way of someone's life through the teachings of religion itself.

Furthermore, the translation strategy that is used by the translator is borrowing, in translating the simile, this strategy is considered to be used to make the translation result is readable and

accurate to the reader in TL. For the main figurative expression "like best seller", the translator tends to translate it into "seperti best seller". Basically, the word "best seller" is translated literally into "penjualan terbaik dan terlaris". Moreover, based on the context of the figurative expression itself, the object is not related to the product since it discussed about religion and religion is not categorized as a product. Then, to make the translation is natural to the target language reader, the translator maintains the original word "best seller" since the word is still familiar to target language reader which is in Indonesian language, and the word is commonly used in Indonesian to describe a favorite object with good seller.

Conclusions

From the analysis that has been done previously, it can be concluded that in translating the figurative expressions, the translator prioritizes the equivalent between the source language and the target language. Furthermore, in translating the figurative expressions, the most used translation strategy is equivalent. Thus, the main idea that should be maintained by the translator is the meaning of source language and target language should be same.

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