

# An Investigation Into the Transposition Types and Effects Found in the Indonesian Translation of the Online Article “The World Heritage Sites - UNESCO”

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**Abstract**—Translated content has become increasingly common on web-based news media in the era of greater internet viewership, and these translated materials usually go through many transpositions due to linguistic variances, which might have an effect on how effectively the translation works out in the end. This study has two aims: to investigate the types of transpositions and explore the effects resulting from transposition that were discovered in the Indonesian translation of the article “The World Heritage Sites—UNESCO” published in a local online newspaper. Researchers collected 175 transposition samples from ten different sections of the original text to provide data for the research. A content analysis approach was utilized in this study that aimed to differentiate between four basic categories of transposition shifts and their effects on the rest of the sentences. The findings of the study prove that there are four types of transpositions: unit shift, class shift, structure shift, and intra-system shift. These categories of transposition showed disparities in effects on the translation, such as word expansion, word matching, word emphasis, and word description. Hence, the study as a whole contributes to the production of translations from English to Indonesian that are more accurate, sound more natural, and are more culturally acceptable. These translations also ensure that the content that is translated successfully conveys the intended message.

**Index Terms**—effects, Indonesian translation, transposition, types

## I. INTRODUCTION

The patterns of media consumption have undergone a substantial transformation as a result of the digital revolution, with online platforms experiencing a substantial increase in readership. This transformation has resulted in an unexpectedly high demand for translation services, particularly in the digital media sector. As a result, a voracious demand for content that is accurate, dependable, and readily digestible regardless of linguistic boundaries has become a primary commodity for sharing news on online platforms.

According to the findings of a comprehensive study conducted by the Nielsen Global Information and Measurement Company, the function of online media as a powerful information amplifier has provided new insight. The findings of their study indicate that there has been a significant rise in the number of people who consume digital content, with the numbers increasing from 4.5 million to 6 million (Reily, 2017). This quantitative jump highlights the growing preference for the consumption of digital information and the demand for accessibility in several languages to support this choice.

The ecosystem of digital media has emerged as a driving force behind the development and expansion of the translation profession due to the media's rapid proliferation. Within the context of this era of global interconnectedness, the function of translators has evolved from being simple linguistic intermediaries into becoming cultural mediators and facilitators of international communication. As a result of the digitalization of media, not only has the scope of translation work expanded, but it has also demanded the creation of new abilities and approaches within the field of translation. In line with Cronin (2013), conveying translation is one of the major contributing factors to the

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advancement of science and technology, especially in countries where English is not the native language. Consequently, Darmastuti (2012, p. 21) asserts that the profession of a translator has become a preferred profession in the era of interactive communication, a time in which mass media plays a significant role in human life, including the transfer of knowledge, information, and communication. The success of the communication transfer process through online media is also influenced by the selection of news categories that captivate readers' attention.

Because translated materials can serve as soft news in online daily publications, translators typically face challenges in delivering high-quality translated texts. This phenomenon arises from the inherent complexity of translating between languages, which is influenced by variations in structure, lexicon, and cultural subtleties. Unfortunately, the presence of transposition of translation into the target language presents a particular challenge for achieving equivalence of distinct grammatical frameworks between the source and target languages. For that reason, the aim of this study is to investigate the types of transposition found in the Indonesian translation of "The World Heritage Sites—UNESCO" and to evaluate the effects of studying different forms of transposition in translation projects for the translation markets.

## II. REVIEW OF LITERATURE

The process of translation encompasses the transfer of meaning from the source language to the target language. It entails the delivery of a message or text from one language to another, ensuring that the message or text preserves the same meaning or closely approximates the original meaning. Translation is the process of converting the source language message into the recipient language in a way that is as near to a natural equivalent as possible, both in terms of meaning and style, as stated by Nida and Taber (1982). In other words, translation is the process of transferring the most similar messages from the source text to the target text. This aligns with Catford (1965, p. 20) stated that "translation means replacing text material in one language (SL) with equivalent text material in another language (TL)". This theory centers on the term "equivalent".

Nevertheless, the most critical aspect of translation is to avoid imposing formal equivalence, as this can result in inaccuracies in the translation that can hinder the reader's comprehension of the translated message (Istiqomah, 2017). Therefore, translation is perceived as a process of substitution, replication, or presenting a message that is natural and equivalent in terms of meaning, structure, and style from the source language to the target language of the translation.

### A. *Translation in Online Newspapers*

As a result of the rapid evolution of digital innovation, each aspect of human life has been profoundly affected, including the requirement to consume information through online media such as online newspapers. This occurs because media functions are closely related to the role of an intermediary, linking information between the source of information and the receiver of information. Thus, Newby et al. (2011) assert that the media is a channel of communication. As a communication channel, the media is also seen as a tool that carries messages from one individual to another (Rogers, 2003). In other words, the media is a means of presenting information from the source to the recipient of the information.

In line with the role of media as a conduit of information, translation is also understood as an ecosystem of disciplines that function similarly to that of media. In the process of transferring the message, the translator is expected to be bilingual and have a good knowledge of both the source language and the target language. Moreover, they should also possess a good understanding of the social environment that shapes both the source and target languages. Thus, it is in line with what Nida and Taber (1982) said that "translation consists of reproducing in the receptor language the closest natural equivalent of the source language message, first in terms of meaning and secondly in terms of style" (p. 12). In other words, contextual understanding of the source language, both in terms of meaning and style, becomes the core of the process of reproducing messages from the source language to the target language as closely as possible without any noticeable differences.

### B. *Types of Transposition in Translation*

In the context of translation, transposition refers to the rearrangement of elements in a sentence or text while maintaining the overall meaning. Transposition involves changing the syntactic structure of the source language to match the rules and idiomatic expressions of the target language. This can include converting a clause into a phrase or shifting the word order in a sentence of the source language in the target language (Mardiana, 2014; Rahmawati, 2018). Regarding terminology, Newmark (1988, p. 85) refers to it as "transposition." A shift, or transposition, is a translation procedure that involves altering source-language grammar to target-language grammar, often referred to as "form-shifting." Essentially, translators use transposition because this technique allows them to effectively convey the intended message while conforming to the language norms of the target text for readers.

Catford (1965) classifies category shifts into four types. The first type is unit shift, which refers to shifts occurring at the unit level. The second type is class shift, which occurs when certain types of words in the source language are replaced with other types of words in the target language. The third type is structure shift, which happens due to structural differences between the source language and the target language. The fourth type is intra-system shift, which occurs internally within the system when the source language and the target language possess similar formal constitutions, but the translation requires the selection of a non-corresponding term in the target language system.

Therefore, it is crucial to recognize and acknowledge the presence of transposition in translation in order to comprehend the intricacies of the translation process and how translators make decisions when translating between languages with distinct syntactic structures, such as English and Indonesian.

### C. *The Effect of Transposition in Bilingual Translation*

Transposition techniques play a crucial role in bilingual translation, enhancing the accuracy and naturalness of the target text. As a result, this technique can create several effects, such as word expansion, word description, word matching, word emphasis, and grammatical structure alignment as well.

Word expansion and word description are particularly useful when dealing with cultural or linguistic gaps between languages. For instance, a single word in the source language might require multiple words or even a brief explanation in the target language to convey its full meaning (Baker, 2018). This is especially common when translating idiomatic expressions or culture-specific terms. For example:

#### (a). *Word Expansion*

Source Text (English): She is **homesick**.

Target Text (Indonesian): *Dia merasa rindu akan suasana di rumah.*

Looking at Example 1, the English word “homesick” is expanded into a longer phrase in Indonesian as “*merasa rindu akan suasana di rumah*,” which literally translates back to “feeling a longing for the atmosphere at home.” This expansion is necessary because the Indonesian language does not have a single word that fully captures the meaning of “homesick.”

#### (b). *Word Description*

Source Text (English): They enjoyed the **potluck** dinner.

Target Text (Indonesian): *Mereka menikmati makan malam dengan cara “potluck,” di mana setiap orang membawa satu hidangan untuk dibagi bersama.*

The term “potluck” in Example 2, above, doesn’t have a direct equivalent in the Indonesian language. Therefore, the translation includes a description of what a potluck dinner entails. The phrase “*di mana setiap orang membawa satu hidangan untuk dibagi bersama*” means “where everyone brings one dish to share,” explaining the concept to Indonesian readers who might not be familiar with it. This is in line with Nababan et al. (2012), who claimed that the translated text should be delivered in accordance with the norms and culture of the target language; such alignment can help the target reader easily understand the translated text.

Word matching and word emphasis, on the other hand, are also linguistic effects resulting from transpositions in the translation process. These two effects focus on preserving the nuances and intent of the original text. Newmark (2001) argues that translation is not merely about transferring words, but about conveying the author’s intended tone, style, and emotional impact.

## III. METHODOLOGY

This research employs a qualitative approach to investigate the phenomenon of transposition in Indonesian translation texts published in a local Indonesian online newspaper, focusing on both the types and functions of transposition in bilingual translations from English into Indonesian. The source language is English, and the target language is Indonesian. The research site is a local online Indonesian newspaper that features translated non-fiction material from the book “The World Heritage Sites,” used as travel news content. This study employed a dataset consisting of 175 transpositions extracted from 10 texts from “The World Heritage Sites—UNESCO” that were translated from English into Indonesian. Analysis of the data was conducted using content analysis with purposive sampling and a focus group discussion (FGD) with raters to verify the transposition data sets. Furthermore, the data analysis was presented using percentages and explained descriptively.

## IV. DISCUSSION

There are two results of this study. First, the finding reveals the types of transpositions found in Indonesian translation texts published in a local Indonesian newspaper. Secondly, the results show the effects of transposition in the target text, or Indonesian translation. The first finding is illustrated in the figures below:

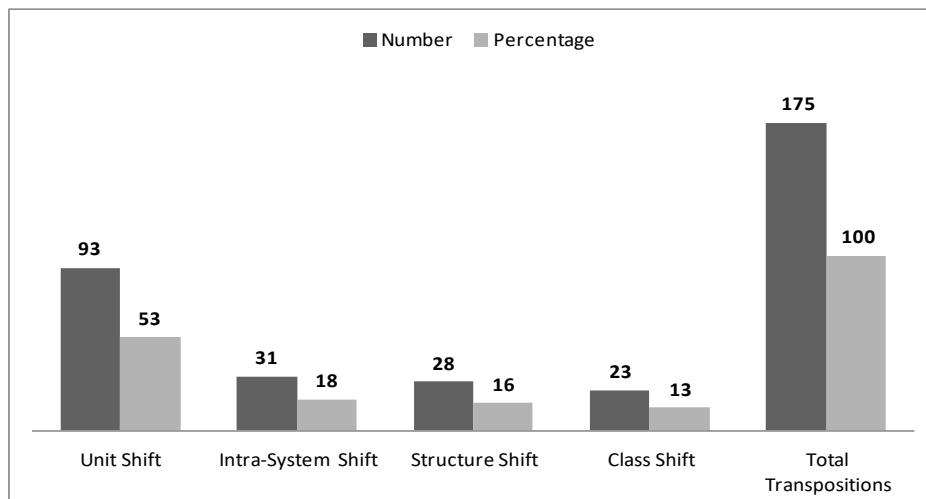


Figure 1. Types of Transpositions Found in the Indonesian Translation of “The World Heritage Sites-UNESCO”

Figure 1 depicts four distinctly different types of transposition in the translated text or target text (TT): Unit Shift, Intra-System Shift, Structural Shift, and Class Shift. Of the four transposition types, Unit Shift accounts for the highest percentage at 53%, followed by Intra-System Shift at 18%. Furthermore, in terms of proportion, Structural Shift is ranked third, representing 16% of the whole figure. Finally, Class Shift ranks last as the lowest percentage at 13%. The detailed discussion of the types of transposition is presented as follows:

#### A. Unit Shift

Source Text (English): Many Roman and medieval towns **exist** today.

Target Text (Indonesian): *Banyak kota peninggalan Romawi dan abad pertengahan **masih bertahan sampai sekarang.***

Example 1, above, demonstrates a displacement of units between the linguistic units in the source text and the linguistic units in the target text. The above example illustrates a shift from the verb construct “exist” to the verb phrase “*masih bertahan sampai sekarang.*” Furthermore, the Indonesian translation of the text “The World Heritage Sites-UNESCO” as the data sources of this study incorporates not only unit shifts but also class shifts and intra-system shifts according to the transposition approach.

#### B. Class Shift

Source Text (English): The historic center of Lima bears witnesses to the architecture and urban development of a Spanish **colonial** town of great significance.

Target Text (Indonesian): *Pusat bersejarah Lima merupakan bukti arsitektur dan pengembangan daerah perkotaan sebuah kota **jajahan** bangsa Spanyol tentang pentingnya kehidupan berpolitik, ekonomi, dan budaya.*

Example 2 illustrates a Class Shift, which occurs when a word type in the source text is transformed into a different word type in the target text. The above-mentioned discovery indicates that the term “colonial,” classified as an adjective in the original text, transitions to “colonization,” which is a noun in the target language. If translated literally into Indonesian as the Target Text (TT) while retaining the term “colonial,” it remains appropriate since the term “*kolonial*” in Kamus Besar Bahasa Indonesia (KBBI) denotes the characteristic of colonization. Nevertheless, in the Indonesian translation, the translator opts to substitute one word with another, “*jajahan,*” which conveys the same meaning. In this instance, the translator preserves the intended significance but alters the structure.

In addition to the word class shift, the results of this study also show the phenomenon of intra-system shift, as illustrated in the following examples:

#### C. Intra-System Shift

Source Text (English): From the 8th century B.C. to the 4th century A.D., **this** was the heartland of the kingdom of Kush.

Target Text (Indonesian): *Sejak abad kedelapan sebelum Masehi sampai dengan abad keempat setelah Masehi, **situs-situs ini** merupakan pusat penting Kerajaan Kush.*

The third example shows the exposure of the intra-system shift that occurs in the transposition technique. The intra-system shift arises when the source text (ST) and the target text (TT) are written in a similar language system; however, the translation results do not incorporate a connection to the terminology employed in the target text. In the provided example, the demonstrative pronoun “this” in the source text (English) transitions to “*situs-situs ini,*” which functions as an adverb of place in the target sentence (Indonesian). Moreover, the demonstrative pronoun “this” in the original text denotes the singular number; however, in the target text, the adverb of place “*situs-situs ini*” is completely repeated,

indicating a plural form or more than one. In addition, the inclusion of “this” in the source text (ST) serves to prevent repetition in the phrase and adheres to the distinct norms of the language system.

Overall, the results suggest that the transposition in the translated text of “The World Heritage Sites-UNESCO” article is usually characterized by the Unit Shift type. The significant unit shift observed in the transposition data suggests that the translator intentionally undertook this shift in order to attain formal/natural equivalence in linguistic form between the two languages being analyzed, namely the English source text (ST) and the Indonesian target text (TT). Consequently, it is unavoidable that there will be fluctuations in the structure of linguistic units (morphemes, words, phrases, clauses, and sentences) from lower to higher levels or vice versa between the source text (ST) and the target text (TT).

The second finding of this study evokes four types of effects caused by transposition in the translation of “The World Heritage Sites–UNESCO” published in a local online newspaper. These effects are illustrated in the following chart:

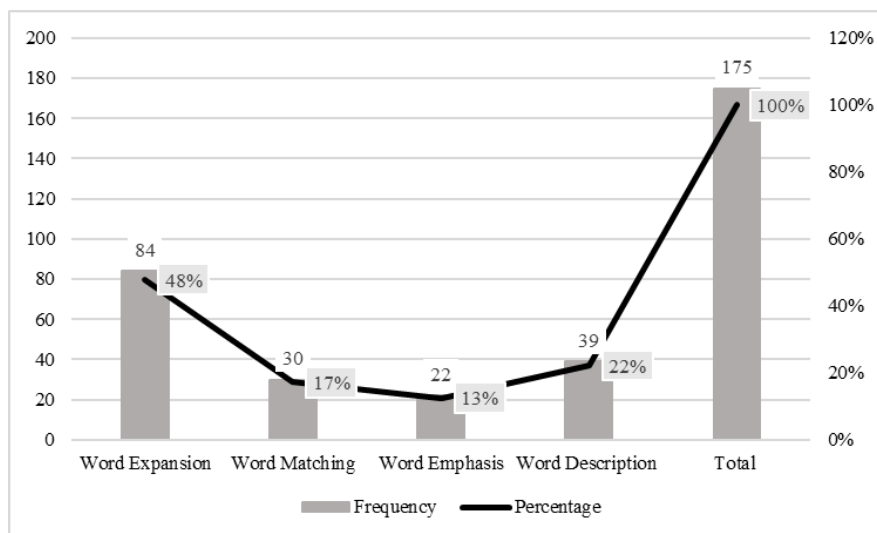


Figure 2. Effects of Transposition on Indonesian Translation of “The World Heritage Sites-UNESCO”

The graph above illustrates the effects of transposition found in the English-to-Indonesian translation of “The World Heritage-UNESCO” article. Those effects are Word Expansion, Word Matching, Word Emphasis, and Word Description. Among the sets of transposition effects, Word Expansion is the highest in frequency and numbers, totaling 84, or 48%. The second highest is Word Description, with a frequency of 39, or 22%. The third and fourth places are Word Matching, with a frequency of 30, or 17%, and Word Emphasis, with a frequency of 22, or 13%. Overall, these results indicate that Word Expansion and Word Description occurred more frequently in English-to-Indonesian translation as a result of transposition, as follows:

#### D. Word Expansion

Source Text (English): From the 8th century B.C. to the 4th century A.D., **this** was the heartland of the kingdom of Kush.

Target Text (Indonesia): *Sejak abad kedelapan sebelum Masehi sampai dengan abad keempat setelah Masehi, merupakan pusat penting Kerajaan Kush.*

The example above shows the English demonstrative pronoun “this” has been expanded to “*situs-situs ini*” in Indonesian, which in literal back translation means “these sites.” The word expansion to “*situs-situs ini*” in the target text (Indonesian) clarifies that the word “this” refers to multiple sites, which may be implied but not explicitly stated in the English version. Additionally, by specifying “sites,” the Indonesian translation draws more attention to the physical locations, avoiding ambiguity in understanding the translation of the word “this.” Thus, this example demonstrates how word expansion can help translators ensure that the meaning is accurately conveyed in the target language by taking into account linguistic and cultural differences. This finding coincides with Blum-Kulka (1986), who claimed that translations are often more explicit than their source texts.

#### E. Word Description

Source Text (English): Stare Miasto is characterized by a rigid grid of **perfectly orthogonal streets**, a layout ordered by Boloslaw the Chaste in 1257 when he decided to unify the various people scattered around the hill of the Wawel.

Target Text (Indonesia): *Stare Miasto ditandai dengan jalan-jalan yang kelokan-kelokannya kaku, bentuk tata letaknya dibuat seperti yang diperintahkan oleh Boloslaw the Chaste pada 1257 ketika dia memutuskan untuk menyatukan berbagai macam orang yang berdiam di sekitar bukit Wawel.*

The example above specifies the word description occurs in the translation of “perfectly orthogonal street”. The phrase “perfectly orthogonal streets” is not directly translated but rather described in a way that attempts to convey the meaning in more familiar terms for the Indonesian audience. Also, the Indonesian translation “*jalan-jalan yang kelokan-kelokannya kaku*” can be back-translated to English as “streets with rigid turns or bends”.

Word description is used in this case as an attempt to capture the essence of “perfectly orthogonal” by describing the streets as having “rigid turns or stiff bends,” which implies straight lines and right angles without using the technical term “orthogonal.” Thus, by using word description for the direct translation of “perfectly orthogonal street,” it is likely helpful in making the target text in Indonesian more accessible to a general Indonesian readership. Indonesian readers can understand that “perfectly orthogonal streets” imply the meaning of streets with sharp or rigid turns. Overall, word description can aid translators in opting for descriptive language when dealing with technical or potentially unfamiliar terms, although sometimes descriptions may not fully convey the precise meaning of the original text (Toury, 1995).

Likewise, the existence of word expansion and word description as a result of transposition may bring some consequences to the target text, which, in this case, is Indonesian. First, the length of the translation text in Indonesian is longer than the original text because of expanded descriptions and additional words that are used to convey the original meaning. Second, the translation text in Indonesian contains more explicit meaning, as concepts that were implicit or concise in the source text in English are spelled out more fully in the target text in Indonesian. Next, cultural adaptation increases to bridge the cultural gap by explaining concepts that do not have direct equivalents in Indonesian culture or language systems, like the translation of “personal space” (English) to “*jarak pribadi*” (Indonesian). Afterwards, maintaining the text structure is challenging because word expansion in translation can pose difficulties in preserving the original structures of the source text. Finally, it causes a potential shift in tone or style because the expanded text might alter the original tone or potentially make formal text sound more conversational or vice versa.

## V. CONCLUSION

In summary, when it comes to bilingual translation, such as English to Indonesian, transposition is an extremely useful technique, particularly for informational texts found in online publications. Translators have the potential to improve the clarity, readability, cultural relevance, and accuracy of the translated material by applying transposition. Unit shift, which dominated the majority of the transposition categories discovered in this study, suggests that the translator is consciously attempting to achieve linguistic equivalence between the English source text (ST) and the Indonesian target text (TT). In addition, using transposition to translate the source text in English into the target text in Indonesian leads to the occurrence of word expansion and word description. When it comes to generating a translation that is accurate and culturally appropriate, finding the right balance between these two effects of transposition is essential. Thus, translators can utilize word expansion and word description to improve clarity, precision, and cultural relevance by carefully analyzing the context and purpose of the translation in order to ensure that the target audience completely comprehends and appreciates the text that has been translated.

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