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## **Translation Strategies Used by Tiffany Tsao in Rendering Culture-Specific Items in Dewi Lestari’s “Paper Boats (*Perahu Kertas*)”**

*Nur Ifadloh*<sup>1</sup>

*Zahratun Nufus*<sup>2</sup>

*Raudhatul Haura*<sup>3 4</sup>

*Syairatul Aulia*<sup>5</sup>

*Yustika Desta Sari*<sup>6</sup>

<sup>1</sup> Corresponding author, English Language Education Study Program, STAI Rasyidiyah Khalidiyah Amuntai, Indonesia; [nurifadloh@gmail.com](mailto:nurifadloh@gmail.com)

<sup>2, 5, 6</sup> English Language Education Study Program, STAI Rasyidiyah Khalidiyah Amuntai, Indonesia

<sup>3</sup> Teaching English as Second Language (TESL) Study Program, Universiti Pendidikan Sultan Idris, Malaysia

<sup>4</sup> English language Education Study Program, Universitas Islam Kalimantan Muhammad Arsyad Al Banjari, Indonesia

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### **Abstract**

The translation of culture-specific items (CSIs) is still an issue of interest to researchers. This is because the translation of CSIs has a fairly high level of complexity so that it makes it difficult for translators to find cultural equivalents from the source language (SL) to the target language (TL). This study aimed to reveal the translation strategies in rendering CSIs in the novel “Paper Boats” by Dewi Lestari. It was qualitative research. The data consisted of lingual units, in the form of words or phrases, which contain culture-specific items. The source of data was taken from “Paper Boats” novel by Dewi Lestari that was translated by Tiffany Tsao. The data were collected through observation and by taking notes and analyzed using the equivalent and referential methods. The findings showed that there were six translation strategies used by Tiffani Tsao in rendering CSIs in Dewi Lestari’s paper boats novel. Superordinate (translation by a more general word) became the most dominant translation strategy in rendering CSIs in this novel followed by translation using a loan word or loan word plus explanation, translation by cultural substitution, translation by paraphrase using related words, translation by



paraphrase using unrelated words and translation by omission. From these results, it can be concluded that in different types of text, it is possible that translators also have different strategies in translating CSIs. Therefore, it is important for stakeholders to provide clear explanations regarding strategies for translating CSIs in translation classes. Furthermore, for future researchers, this study hopefully can be a reference regarding studies on translation, especially CSI translation.

**Keywords:** Culture-specific items, translation strategies, paper boats novel

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## 1. Introduction

Translation has had a huge impact on world development, especially the world of education. Translation has played a major role in education by providing access to books and literary works to people worldwide, which has improved the sharing of knowledge and cultural appreciation between various areas. Many books and literary works are translated into target languages so that they can be enjoyed by the global community. Nonetheless, translation is a challenging task because it involves the exchange of meaning from the source language text into the target language text in a translator-led process involving two different cultures. This is in line with Guo (2012, p. 343) who stated that getting the closest natural equivalent in the target language is more or less influenced by cultural differences. This means that translation is not only about the process of changing the language from the source language (SL) to the target language (TL), but also a process that takes into account cultural differences so that the translation can be accepted in the target language.

Hatim and Munday (2004, p. 6) explain that translation is the process of transferring written text from source language text into target language text carried out by a translator in a particular socio-cultural context. Here, two cultures (source language culture and target language culture) must be involved so that the translation can be well understood by the readers.

The main problem underlying this research focuses on the role of rendering objects related to culture. Recent studies provide empirical evidence on the importance of rendering culture-specific items in translation. For instance, a study by Permatahati, Faridi, and Saleh (2022) demonstrated that various translation techniques, including domestication and foreignization, significantly impact the readability and cultural understanding of literature. Another research

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by Amenador and Wang (2022) focused on the translation strategies employed in Chinese-English food menu translations, highlighting the role of cultural nuances in ensuring accurate and culturally relevant translations. These studies underscore the necessity of appropriate translation strategies in maintaining cultural integrity and enhancing comprehension in target languages. Basically, every language contains elements of culture that represent its characteristics. Culture is the way how a certain group of people in society live their lives that can be passed down from generation to generation. Judging from the cultural elements, each country, region, even the family as the smallest element in society has its own culture that is different from the others. Cultural products such as advertisements, films, songs or books should be created to help promote a particular culture globally (Newmark, 1988; Aixela, 1996; Hatim & Munday, 2004). Therefore, translators must use the right strategy in rendering them so that they can represent their entities in the target language. Therefore, translators must use the right strategy in rendering them so that they can represent their entities in the target language. This involves not only linguistic translation but also cultural adaptation, ensuring that the cultural nuances, context, and significance of the source material are accurately conveyed and understood by the target audience.

Larson (1998, p. 431) views culture as a complex of beliefs, attitudes, values, and rules shared by a group of people. In addition, Bassnett (2002, p. 21) adds that language is the heart of culture because language can exist unless it is impregnated in a cultural context. Thus, language and culture are two things that develop together and translating language must also step in rendering culture.

In fact, in this modern era, the demands for translating books, novels, films, and other documents are enormous. Therefore, translators are expected to be able to use the right strategy to translate them into the target language so that they can be learned and enjoyed by people around the world. Demands for knowledge, information, and the desire to enjoy the culture of other languages are the motives for translation. Many books are translated from other languages to meet the need for knowledge. Likewise, novels, films and poetry are translated to fulfill the people's desire to be able to enjoy foreign cultural masterpieces. Hence, the translator is responsible as a cultural mediator who conveys messages from SL culture to TL culture.

A translator must study the culture of the source language and the culture of the target language because language and culture have a close relationship. By doing that, it is hoped that the translators can solve one of the problems faced by them which is about rendering culture-specific items (CSIs) is a term or name that is specific to the specific culture of the speakers of the language. According to Baker (2018), CSI is an idea from SL that is not yet known to the target audience, regardless of whether it is concrete or abstract. This suggests that any cultural entity that is often unknown to people from other cultures is referred to as CSI. In addition, Bowker and Fisher (2010) explain that CSI is concepts from

one source culture that has no parallels in a certain target culture. Therefore, this item is difficult to render because the Source Language (SL) culture and the Target Language (TL) culture are different and the availability of similar words that express the SL culture is often unpredictable (Newmark, 1988; Aixela, 1996; Hatim & Munday, 2004).

Previous studies have extensively discussed the importance and challenges of translating Culture-Specific Items (CSIs). For example, Permatahati et al. (2022) highlighted the significance of translating CSIs in novels to preserve cultural context and enhance reader comprehension. Similarly, Rassokhina (2016) examined the translation of CSIs in poetry, emphasizing the difficulty in maintaining the original cultural essence in the target language. Petronienė et al. (2018) and Amenador & Wang (2022) explored the translation of CSIs in menu corpora, demonstrating how cultural nuances in food descriptions can affect understanding and appreciation in different linguistic contexts. Despite these insights, there remains a gap in the systematic comparison of translation strategies across various literary forms and contexts. The novelty of this study lies in its comprehensive analysis of strategies used to render CSIs in a diverse range of texts, offering a more holistic understanding of effective translation practices. This study contributes to the field by identifying best practices for translators, ultimately aiding in the preservation of cultural integrity and enhancing cross-cultural communication. This study offered new findings because it observed the use of CSIs in a romantic novel that was different from the genres that were the subject of previous research. Moreover, regarding the categorization of CSIs, three theories are used which are proposed by Newmark (1988), Espindola and Vasconcellos (2006) and Aixéla (1996). Therefore, the results are hopefully can fill the void that have not been found by the previous researches. Therefore, the results are hopefully able to address the gap in systematically comparing translation strategies for CSIs across different literary forms and contexts, which has not been extensively covered by previous research.

## **2. Literature Review**

### ***2.1. Review of previous studies***

Several studies that are relevant to this research have been conducted by some researchers. However, this research has their originality to fill the void and update results of culture-specific items. The first previous research was conducted by Rilisgius (2019). Her study focused on observing CSIs translation strategies and CSIs translation quality in “Central Java Visitor Guide” (Rilisgius, 2019). The results of this study explained that translation using a loan word or loan words plus explanation becomes the most frequently strategy used by the translator. Moreover, she found that most of CSI translation in her texts was less accurate. It indicates that the issue related to the translation of CSIs in various texts still need attention to be resolved. Both this current research and the research of Rilisgius (2019) are different since the discourses that become the subject of those researches have different genre.

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Therefore, this current study can add a new insight related to the translation strategies that can be used by translators in rendering CSIs found in a romance novel.

The second previous study was conducted by Istiqomah et al. (2020). They investigated the translation of CSIs found in Webtoon (Istiqomah et al., 2020). Their study showed that translation of CSIs by omission became the most frequently used strategy by the translator. In this case, research conducted by Istiqomah et al. (2020) also focused on the CSI translation strategies used by translators. However, the difference between this current study and their study was in the genre of the texts. The study by Istiqomah et al. (2020) used a digital comic as the subject of the study while this current study used a novel as a subject of the study.

Thirdly, Permatahati et al. (2022) conducted research that focused on CSI translation strategies and readability in a novel. The results of this research indicate that translators tend to use translation procedures that are oriented to the target language (TL). Based on the results, the approach can achieve a high level of readability for readers who have completed their study in university level. This current research and research from Permatahati et al. (2022) have similarity in terms of the genre of the subject of the research. Nevertheless, Permatahati et al. (2022) used CSI categories proposed by Newmark (1998) and translation strategies proposed by Davies (2003). In this case, this present study used CSI categories proposed by the combination of Newmark (1988), Espindola & Vasconcellos (2006) and Aixelá (1996). Then, translation strategies used by translators in rendering culture-specific items (CSI) were analyzed based on Baker's taxonomy (2018).

Next, the fourth previous study was conducted by Halim et al. (2024). They investigated translation strategies of CSIs in subtitles Indonesian documentary. Halim et al. (2024) claimed that the CSI translation strategy is based on the translator's considerations, such as when the translator used a different strategy when the previously mentioned CSI reappeared at a different point in the documentary. It could be seen that different translation techniques were generated by different timestamps. A limitation of this study is the absence of potential variations in translation strategies based on different genres or text types, which might influence the applicability of the findings. This oversight can lead to a narrow understanding of the differences in translation techniques in literary works, technical documents, and other forms of text. As a result, the results obtained may not fully represent the diversity of translation practices, potentially limiting their relevance and usefulness in broader translation studies and their application to different types of texts. Therefore, this current study could fill the gaps in their research because this current study used different CSI categorizations, different translation strategies and a different genre so that it could complete the repertoire of CSI translations from various different points of view.

In short, the descriptions of similarities and differences described above were written to find out which gaps or areas have not been analyzed by previous researchers. The existence of different topics, theories, or subjects automatically affects the results of this study. Based

on these differences, this research is expected to be able to fill this void and update the results of research on CSI theory. Therefore, this study examines the analysis of the translation of culture-specific items found in the novel entitled "Paper Boats" by Dee Lestari related to the CSI category in the text according to theories from Newmark (1988), Espindola & Vasconcellos (2006) and Aixélâ (1996) and the theory of translation strategy from Baker (2018).

## ***2.2. Review of theoretical studies***

In this section, theoretical things related to this study are reviewed. It includes a theoretical review and a theoretical framework. They related to the topic include translation, culture-specific items and translation strategies used to render CSIs. Translation is very closely related to this topic because in this study we observe how the culture of the source language (SL) is transferred to the target language (TL). Literature on culture-specific items (CSI) is also reviewed because it is the main object observed in this study. Finally, the translation strategy is also reviewed because it is a way of bridging the translation of culture-specific items (CSI) from the source language to the target language.

### ***2.2.1. Translation and CSI***

Translation, an important aspect of applied linguistics, entails changing messages from a source language (SL) to a target language (TL). According to Nida and Taber (1982), the core of translation is conveying the intention of the original message into different languages. Catford (1965) defines it as replacing text in one language with its corresponding equivalent in another, while Newmark (1988) stresses the importance of maintaining the message's equivalence. In practical terms, translation involves identifying the most similar words and phrases in the target language to maintain meaning and style (Catford, 1965; Bell, 1991; Munday, 2016).

An important part of translation is translating culture-specific items (CSIs) from one culture into another. This process goes beyond simple translation; it includes communicating the cultural context and importance of the items. In the case of translating cultural aspects in literature, like Dee Lestari's "Paper Boats" into English, it underscores the significance of adjusting the initial cultural setting for a different group of people. Effective translation involves maintaining linguistic accuracy while also considering cultural relevance, ensuring that both the original message and its cultural nuances are accurately portrayed in the target language.

Language and culture are related to each other, where language is the most prominent characteristic of a culture. Basically, culture is the way how a certain group of people in a society live their lives which is passed down from generation to generation. Newmark (1988, p. 94) defines culture as a way of life and its manifestations that are typical of a community that uses a particular language as a means of expression. It shows that language is part of

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culture because language is used as a means of communication by a society. According to Aixela (1996, p. 56), culture-specific items are expressions in the text that are represented by objects that have classification and measurement systems whose use is limited to the source culture or through opinion transcriptions and descriptions of habits that are foreign to the culture recipients.

The adaptation of three theories related to the categories of culture-specific items was used in this study. Those are the theories of Newmark (1988), Espindola & Vasconcellos (2006) and Aixéla (1996). Newmark (1988, pp. 96-99) categorizes CSI into several categories namely:

1. Ecology includes name of geographical features such as flora, fauna, winds, plains and hills;
2. Material culture includes traditional subjects consisting of food, clothes, houses, towns, transport, and communication;
3. Social culture means people's occupation referring to work and leisure terms (cultural word that obviously indicates leisure activities are national games of sports whether team or non-team games);
4. Social organization consists of customs, concepts, organizations, activities, or procedures related to politics, arts, religion, and administration;
5. Gestures and habits refer to the cultural terms expressed through people's behavior that can be seen as symbolic actions of a culture or country which are different from other area.

Furthermore, Espindola & Vasconcellos (2006, p. 50) have classified CSIs into more advanced categories namely:

1. Toponyms: a place name, a geographical name, a proper name of locality, region, or some other part of Earth's surface or its natural or artificial features;
2. Anthroponyms: ordinary and famous people's names and nicknames and names referring to the regional background which acquires identification status;
3. Form of entertainment: amusement or diversion including public performances or shows, it also encompasses hospitality provided, such as dinners, parties, business lunches, and so forth;
4. Means of transportation: the facilities used for the movement of people and goods from one place to another; the term is derived from the Latin *trans* meaning across and *portare* meaning to carry, such facilities are, many times, associated with specific cultures;
5. Fictional character: a person in a novel, play, or a film who is related to fiction, works of imagination;
6. Legal system: rules of conduct inherent in human nature and essential to or binding upon human society;

7. Local institution: an organization that helps or serves people in a certain area such as health, education, work, political, administrative, religious, artistic;
8. Measuring system: units used in the determination of the size, weight, speed, length, etc. of something in the different cultures;
9. Food and drink: any solid or liquid substance that is used by human beings as a source of nourishment;
10. Scholastic reference: related to school or studying;
11. Religious celebration: to do something special to mark a religious occasion;
12. Dialect: user-related variation, which determines speaker's status as regards social class, age, sex, education, etc.

In addition, Aixéla (1996, p. 59) points out that there are two primary forms of CSI: proper names and common expressions. The proper names often, in translation, seems to present a simple trait of adapting themselves in a very regular way to pre-established translation norms while common expressions are the ones that are problematic in translation since they cover worlds of objects, institutions, habits, and opinions restricted to a culture (Aixéla, 1996, p. 59). All of these three theories are combined and created as a separate CSIs category framework that become the instruments to collect the data in this research.

### ***2.2.2. Translation Strategies***

In the field of translation studies, Baker (2018) presents a framework that details eight strategies for achieving effective translation of texts. These techniques are created to tackle different obstacles that come up during the process of translating material from one language to another. Translators can use these strategies to modify texts in order to maintain meaning and account for linguistic and cultural variances. An example of this is cultural substitution which can help close cultural divides by swapping out unfamiliar elements for ones that make more sense to the intended audience, while illustration-based translation is useful when words alone are not enough. By utilizing these methods, translators can guarantee that the translated content is precise and easy to understand, effectively conveying the original meaning in a manner that connects with the different audience. There are eight strategies that can be used by professional translators in translating a text namely (Baker, 2018 p. 25-46):

1. Superordinate (translation by a more general word). In this strategy, the translators use a broader term to convey the central idea;
2. Translation by a more neutral/less expressive word. In this strategy, the translators choose a less specific or emotive word;
3. Translation by cultural substitution. In this case, the translators swap out cultural references with ones familiar to the target audience;
4. Translation using a loan word or loan word plus explanation. Here, the translators introduce a foreign term, possibly with an explanation;

5. Translation by paraphrase using a related word. In this strategy, the translators reword the original term in the source language with a related term;
6. Translation by paraphrase using unrelated words. In this case, the translators explain the original term with completely different words;
7. Translation by omission. In this strategy, the translators leave out elements that are irrelevant or cannot be translated;
8. Translation by illustration. In this strategy, the translators provide visual or contextual cues to explain.

### 3. Method

A qualitative method was used in this study and focused on empirical data on culture-specific items (CSIs). According to Lawrence (2014, p. 167), qualitative data methods use soft data which are classified as textual data, for example words, phrases, sentences, clauses, or symbols. In conducting research, the textual data were collected, classified, and concluded to find data related to culturally specific items proposed by Newmark (1988), Espindola and Vasconcellos (2006) and Aixelá (1996). Then, from these findings, it could be seen what strategies were used by translator in rendering culture-specific items (CSI) according to Baker (2018). However, the result of this study only focused on the translations strategies used by the translator in rendering culture-specific items (CSI) based on Baker's theory (2018).

The novel selected to conduct this current research and collect the data was "Paper Boats" by Dewi Lestari which was translated by Tiffany Tsao. This novel was chosen because it could represent the values of friendship, romance and education based on Indonesian culture. The portrayal of aspiration and kinship, deeply rooted in Indonesian cultural context, is presented in a manner that remains both inspiring and instructive. This blend of cultural specificity and universal relevance underscores why "Paper Boats" is a valuable choice for examining the impact and effectiveness of translation in bridging cultural divides while maintaining the integrity of the original message.

To collect the required data, several steps have been taken regularly:

1. Finding the translated novel entitled "Paper Boats" by Dee Lestari.
2. Observing the source of the data by reading all pages of the novel well.
3. Marking the data related to the CSIs from the original and the translated novel version.
4. Sorting out the data to find compatible ones with the indicator established.

Furthermore, research instruments related to the strategies used by translators in rendering CSI were made based on theory from Baker (2018). The instrument can be seen in Table 1 below.

*Table 1. The translation strategies used in this research*

No.	Translation Strategies
1	Superordinate (translation by a more general word)
2	Translation by a more neutral/less expressive word
3	Translation by cultural substitution
4	Translation using a loan word or loan word plus explanation
5	Translation by paraphrase using related words
6	Translation by paraphrase using unrelated words
7	Translation by omission
8	Translation by illustration

In this study, several steps were taken to analyze the data. The steps are shown as follows:

1. Classifying the data based on theories from Newmark (1988), Espindola & Vasconcellos (2006) and Aixéla (1996).
2. Analyzing the strategies used by the translator in rendering the CSI Categories found in the previous step based on Baker's theory (2018).
3. Reporting the result of the analysis.
4. Drawing out the conclusion.

To maintain reliability and validity of this research, it employed multiple analysts to review the findings (analysts triangulation). According to Patton (1999), analyst triangulation involved using multiple analysts to review and interpret the data independently. This method aimed to enhance the credibility and validity of the findings by comparing and contrasting different perspectives. When different analysts arrived at similar conclusions independently, it increased confidence in the results. If their interpretations differed, it could uncover new insights or highlight areas requiring further investigation, ensuring a more comprehensive and balanced analysis. Therefore, this triangulation was used in this study.

#### **4. Findings and Discussion**

Based on the analysis, there are 6 translation strategies used by the translator in rendering the 167 CSIs found in the novel based on the theory of translation strategies from Baker (2018) which are superordinate (translation by a more general word), translation by cultural substitution, translation using a loan word or loan word plus explanation, translation by paraphrase using related words, translation by paraphrase using unrelated words and translation by omission. The table below shows the counting result of CSIs' translation strategies found in novel "Paper Boats".

Based on Table 2, it can be seen that CSIs were translated in six translation strategies Baker's theory (2018). Overall, there 167 CSIs found in this novel. Superordinate (translation by a more general word) becomes the most dominant translation strategies in rendering CSIs

in this novel which are 93 data. It was used to translate CSIs such as *batu lapis lazuli*, *meja makan*, *pengumuman UMPTN*, *SMA* and *pura*.

Table 2. The frequency of CSIs' translation strategies

No.	CSIs' Translation Strategies	Frequency	Percentage
1.	Superordinate (translation by a more general word)	93	55.69%
2.	Translation by cultural substitution	15	8.98%
3.	Translation using a loan word or loan word plus explanation	34	20.36%
4.	Translation by paraphrase using related words	15	8.98%
5.	Translation by paraphrase using unrelated words	6	3.59%
6.	Translation by omission	4	2.40%
<b>Total</b>		167	100%

Second, translation using a loan word or loan word plus explanation becomes the second dominant translation strategies in rendering CSIs which has 34 data. It was used to translate CSIs such as *Kintamani*, *angkot*, *Lombok*, *Sakola Alit* and *buddha*. Next, translation by cultural substitution is the third dominant translation strategies in rendering CSIs which has 15 data. It was used to render CSIs such as *Ayam Pelung*, *restoran es krim*, *mak comblang milenium*, and *tinggi 175 cm*. Then, translation by paraphrase using related words also becomes the third dominant translation strategies in rendering CSIs which has also 15 data. It was used to translate CSIs such as *kali*, *kemeja*, *sabung ayam*, *klub kakak asuh* and *khayangan*.

Afterwards, translation by omission becomes the fifth translation strategy in rendering CSIs which has 5 data. It was used to translate CSIs such as *anak rabaan setan* and *pesta ulang tahun*. Last, translation by paraphrase using unrelated words becomes the least translation strategy in rendering CSIs in this novel which has 7 data. It was used to translate CSIs such as *putri malu*, *kopi tubruk* and *seksi sibuk*.

In detail, there are four translation strategies found in nature category based on Baker's theory (2018) which are superordinate (translation by a more general word), translation using a loan word or loan word plus explanation, translation by paraphrase using related words and translation by paraphrase using unrelated words. The table below shows the counting result of CSIs' translation strategies in nature category found in novel "Paper Boats".

Based on Table 3, it shows that superordinate (translation by a more general word) becomes the most dominant translation strategy found in nature category which has 9 data. The second dominant translation strategy goes to translation using a loan word or loan word plus explanation which has 4 data. Last, the least translation strategy in nature category goes

to two translation strategies which are translation by related words and translation by paraphrase using unrelated words. Both of those translation strategies have 1 datum.

*Table 3. The frequency of CSIs' translation strategies in nature*

No.	CSIs' Translation Strategies	Frequency	Percentage
1.	Superordinate (translation by a more general word)	9	40.42%
2.	Translation using a loan word or loan word plus explanation	4	48.93%
3.	Translation by paraphrase using related words	1	2.13%
4.	Translation by paraphrase using unrelated words	1	4.26%
<b>Total</b>		15	100%

Next, there are six translation strategies found in material realm category based on Baker's theory (2018) which are superordinate (translation by a more general word), translation by cultural substitution, translation using a loan word or loan word plus explanation, translation by paraphrase using related word, translation by paraphrase using unrelated words and translation by omission. The table below shows the counting result of CSIs' translation strategies in material realm category found in novel "Paper Boats".

*Table 4. The frequency of CSIs' translation strategies in material realm*

No.	CSIs' Translation Strategies	Frequency	Percentage
1.	Superordinate (translation by a more general word)	45	48.91%
2.	Translation by cultural substitution	9	9.78%
3.	Translation using a loan word or loan word plus explanation	27	29.35%
4.	Translation by paraphrase using related words	6	6.52%
5.	Translation by paraphrase using unrelated words	2	2.18%
6.	Translation by omission	3	3.26%
<b>Total</b>		92	100%

Based on the table above, it can be seen that superordinate (translation by a more general word) becomes the most dominant translation strategy found material realm category which has 45 data. The second dominant translation strategy goes to translation using a loan word or loan word plus explanation which has 27 data. In addition, the third dominant translation strategy goes to translation by cultural substitution which has 9 data. Next, translation by paraphrase using related words becomes the fourth dominant translation strategy which has 6 data. Then, the fifth dominant translation strategy goes to translation by omission which has 3 data. Last, translation by paraphrase using unrelated words becomes the least translation strategy in material realm category which has only 2 data.

In addition, there are five translation strategies found in social realm category based on Baker's theory (2018) which are superordinate (translation by a more general word),

translation by cultural substitution, translation by paraphrase using related words, translation by paraphrase using unrelated words and translation by omission. The table below shows the counting result of CSIs' translation strategies in social realm category found in novel "Paper Boats".

*Table 5. The frequency of CSIs' translation strategies in social realm*

No.	CSIs' Translation Strategies	Frequency	Percentage
1.	Superordinate (translation by a more general word)	29	56.14%
2.	Translation by cultural substitution	5	10.53%
3.	Translation by paraphrase using related words	5	17.55%
4.	Translation by paraphrase using unrelated words	3	5.26%
5.	Translation by omission	1	1.75%
<b>Total</b>		43	100%

Based on the data above, superordinate (translation by a more general word) becomes the most dominant translation strategy found in social realm category which has 29 data. The second dominant translation strategy goes to two translation strategies which are translation by paraphrase using related words and translation by cultural substitution. Both of them have 5 data. In addition, becomes the fourth dominant translation strategy goes to translation by paraphrase using unrelated words which has 3 data. Last, translation by omission and translation using a loan word or loan word plus explanation become the least translation strategy in social realm category which has only 1 datum.

Afterwards, there are only three translation strategies found in organization and politics category based on Baker's theory (2018) which are superordinate (translation by a more general word), translation using a loan word or loan word plus explanation and translation by paraphrase using related words. The table below shows the counting result of CSIs' translation strategies in organization and politics category found in novel "Paper Boats".

*Table 6. The frequency of CSIs' translation strategies in organization and politics*

No.	CSIs' Translation Strategies	Frequency	Percentage
1.	Superordinate (translation by a more general word)	5	71.42%
2.	Translation using a loan word or loan word plus explanation	1	14.29%
3.	Translation by paraphrase using related words	1	14.29%
<b>Total</b>		7	100%

From the table above, it can be seen that superordinate (translation by a more general word) becomes the most dominant translation strategy found in organization and politics category which has 5 data. Then, both of translation using a loan word or loan word plus

explanation and Translation by paraphrase using related words become the least translation strategy in organization and politics category which has only 1 datum.

Last but not least, there are four translation strategies found in social knowledge category based on Baker's theory (2018) which are superordinate (translation by a more general word), translation using a loan word or loan word plus explanation, translation by paraphrase using related words and translation by cultural substitution. The table below shows the counting result of CSIs' translation strategies in organization and politics category found in novel "Paper Boats".

*Table 7. The frequency of CSIs' translation strategies in social knowledge*

No.	CSIs' Translation Strategies	Frequency	Percentage
1.	Superordinate (translation by a more general word)	6	60%
2.	Translation using a loan word or loan word plus explanation	1	10%
3.	Translation by paraphrase using related words	2	20%
4.	Translation by cultural substitution.	1	10%
<b>Total</b>		10	100%

Based on the data above, it shows that superordinate (translation by a more general word) still becomes the most dominant translation strategy found in social knowledge category which has 6 data. The second dominant translation strategy goes to translation by paraphrase using related words which has 2 data. Last, both of translation using a loan word or loan word plus explanation and translation by cultural substitution become the least translation strategy in social knowledge category which has only 1 datum.

Translation strategies in rendering CSIs has become the main focus in this study. Those are found to answer the second research questions related to what the translation strategies are used by Tiffany Tsao in rendering CSIs found in the Novel "Paper Boats" by Dee Lestari. Based on the findings, there are six translation strategies used by Tiffany Tsao in rendering CSIs found in this Novel based on Baker's theory (2018). They are superordinate (translation by a more general word), translation by cultural substitution, translation using a loan word or loan word plus explanation, translation by paraphrase using related words, translation by paraphrase using unrelated words and translation by omission.

#### ***4.1. Superordinate (translation by a more general word)***

First, superordinate (translation by a more general word) becomes the most dominant translation strategies in rendering CSIs in this novel which has 160 data. According to Baker, superordinate (translation by a more general word) is one of the most common strategies for translating words that have many types of inequality, especially in the field of propositional meaning (Baker, 2018, p. 25). However, this finding is not consistent with the results of previous studies which stated that substitution was the strategy most frequently used in

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rendering CSI (Huber & Kairys (2021) or repetition (loan words) which was the strategy most frequently used in translating CSI (Pagrandytė & Astrauskienė, 2021; Halim et al., 2024). Nevertheless, this finding is still in line with Bonifačić (2019) who states that superordinate (translation by a more general word) is the most common strategy to render CSIs from the category of objects. Moreover, some previous studies also explain that superordinate becomes one of the most common strategies to render CSIs (Baker, 2018; Bonifačić, 2019; Adawiyah et al, 2023). It indicates that this finding still supports the previous studies. The existence of this strategy in rendering CSIs in this novel is shown in the example below.

SL: “*Gimana, sih. Kok kayaknya kita yang lebih antusias menunggu **pengumuman UMPTN** daripada pesertanya sendiri,*” *dumel suaminya.*

TL: “How can he sleep at a time like this? We’re more nervous about his *exam results* than he is,” the man complained.

The phrase "pengumuman UMPTN" was translated to "exam results" in English, which illustrates a strategy of using common words to simplify the translation for the target audience. While this approach aids in understanding, it can also lead to cultural misinterpretations. "UMPTN" stands for "ujian masuk perguruan tinggi negeri" (state university entrance exam), a specific and culturally significant examination in Indonesia. Translating it as "exam results" generalizes the term, potentially obscuring important cultural and educational context for readers unfamiliar with Indonesian higher education systems.

By using a general term, the translation loses specific details that are crucial for understanding the cultural and institutional nuances associated with "UMPTN." As noted by Newmark (1988), "cultural items often carry connotations that are not immediately translatable and may require explanatory translation to maintain their significance" (p. 94). The omission of the specific term might mislead readers into thinking the exam results pertain to a general or different type of examination, thus failing to convey the specific educational and cultural weight that "UMPTN" carries within the Indonesian context.

Furthermore, as Junining and Kusuma (2020) suggest, while common words can make text more accessible, they may also "flatten" cultural specifics, leading to a loss of depth and understanding. Therefore, while this strategy simplifies comprehension, it can inadvertently strip away the cultural significance that contributes to the full meaning of the original term.

#### **4.2. Translation by cultural substitution**

Next, translation by cultural substitution is the third dominant translation strategies in rendering CSIs which has 32 data. This strategy involves replacing culture-specific items or expressions with items of the target language that do not share the same propositional meaning but are likely to have a similar impact on the target reader, for example by providing a similar context in the target culture (Baker, 2018, p. 30). This strategy has the main

advantage of providing the reader with a concept with which he can identify something familiar and interesting. The existence of this strategy in rendering CSIs in this novel is shown in the example below.

SL: *rambut cepak berjambul Tintin, **tinggi 175 cm**, kulit cokelat sedang, mata besar bulu mata lentik, pakai kaus Limpbizkit, ditemani oleh dua cewek cakep ....”*

TL: hair, crew cut with a cowlick like the cartoon character Tintin; height, **five foot nine**; skin, light brown. Big eyes. Long eyelashes. He’s wearing a Limp Bizkit T-shirt and is with two good-looking girls . . .”

Using the phrase “**five foot nine**” to render the phrase “**tinggi 175 cm**” is a translation process that involves cultural substitution. There is a difference in the measurement system used in Indonesia and in England. The unit for measuring height used in Indonesia uses centimeters (cm). Meanwhile, the unit for measuring height used in England usually uses the foot size. Here, the translator uses the cultural substitution in rendering this term so that the target readers can understand better and feel more familiar with this term. It is in line with Baker (2018) who explained that the translators could use cultural substitution in rendering CSIs since it gave the reader concept that allowed them to recognize something recognizable and appealing. It also supports the results of Arifin’s study (2019) who claimed that the translators often used this strategy to render CSIs. It indicates that this strategy becomes important to render CSIs.

#### 4.3. Translation using a loan word or loan word plus explanation

Translation using a loan word or loan word plus explanation becomes the second dominant translation strategies in rendering CSIs which has 59 data. This strategy is very commonly used to render culture-specific items, modern concepts, and keywords (Baker, 2018, p. 34). In using this strategy, the translator can follow loan words with explanations which is very useful when the word in question is repeated several times in the text. After that, the loan word can then be used alone and the target readers can understand them and not be distracted by other lengthy explanations. The existence of this strategy in rendering CSIs in this novel is shown in the example below.

SL: “*Lu aja sama keluarga melankolis lu yang beresin,*” Eko terkekeh. “*Eh, ada recehan buat **angkot**, nggak?*”

TL: “Why don’t you and your mushy feelings clean it up then?” Eko chuckled. “Hey, do you have enough cash for us to hail an **angkot**?”

In the text above, the word “**angkot**” is still translated using the word “**angkot**”. This is of course so that the translator can maintain the cultural purity and uniqueness of the source language text itself. In British culture, the word “**angkot**” is difficult to find equivalent words. Because “**angkot**” is different from “taxi” or other mass transportation. Meanwhile,

the word "*angkot*" is very unique and familiar in Indonesia because this is public transportation like a bus that is very small in size to connect Indonesians who are on the outskirts of the city. Currently, "*angkot*" routes in Indonesia are quite limited. They tend to be used in smaller towns. Moreover, several big cities have been developing new transportation in the form of Bus Rapid Transit (BRT) and Mass Rapid Transit (MRT) specifically in Jakarta (Sinaga et al., 2019). By retaining the original term, the translator ensures that the cultural and contextual essence of "angkot" is preserved, providing readers with a more authentic understanding of the local transportation system. It is in line with Baker (2018, p. 45) who explained that translators could use the word from the SL when they did not find the term in the TL that can represent it. Furthermore, the translators can also add some explanations related the term if they think that it is important to build the readers' understanding in the TL (Baker, 2018). This finding also strengthens the previous studies (Rilisgius, 2019; Arifin, 2019; Istiqomah et al., 2020) that the translation of CSI using a loan word strategy is very commonly used by translators. Therefore, this strategy is important for students to learn in translation classes.

#### **4.4. Translation by paraphrase using related words**

In addition, the fourth dominant translation strategy in rendering CSIs goes to translation by paraphrase using related words which has 31 data. This strategy tends to be used when the concepts carried by the source item are lexicalized in the target language but in a different form and when the frequency of using certain forms in the source text is significantly higher than that which is reasonable in the target language (Baker, 2018, p. 38). The existence of this strategy in rendering CSIs in this novel is shown in the example below.

SL: *Kugy, berdiri dengan rok panjang hitam yang dibelinya untuk sidang skripsi, kemeja putih peninggalan penataran P-4, jaket jins Karel yang nyaris menutup tubuhnya seperti sarung HP, dan tak lupa, jam tangan kura-kura Ninja-nya yang mencuat hingga rasanya menggaplok mata.*

TL: She wore the long black skirt she'd bought for her thesis defense and the white **collared shirt** she'd been required to wear to Founding National Principles class. Karel's denim jacket was draped over her shoulders, and on her wrist was her Teenage Mutant Ninja Turtles watch, painful as always to behold.

The word "*kemeja*" in Indonesian culture refers to clothes with collars. This word is very often used by Indonesian people when they refer to clothes with collars (Sari, 2012). In England, they usually call it as a shirt. However, the translator here explained it in detail regarding the word from the source language so that the target readers can imagine the real shape of this thing to draw the real situation and circumstance in the novel. Therefore, she added a paraphrase using related words namely "**collared shirt**". This finding supports the

results of previous studies (Arifin, 2019; Istiqomah, 2020) that CSI translation using the paraphrase strategy using unrelated words is also often used by translators.

#### ***4.5. Translation by paraphrase using unrelated words***

Translation by paraphrase using unrelated words becomes the least translation strategy in rendering CSIs in this novel which has 7 data. Translation by paraphrasing using unrelated words is used when the source item is not lexicalized at all in the target language so that paraphrasing is based on superordinate modifications or simply unpacking the meaning of the source item, especially if the item in question is semantically complex (Baker, 2018, p. 40). The existence of this strategy in rendering CSIs in this novel is shown in the example below.

SL: “*Terus minum kopi tubruk sama singkong goreng, dengerin radio AM, bahas harga sayur-mayur dan jadwal panen ladang ...*,” Keenan melanjutkan.

TL: “While you’re at it, why not brew up a pot of *coffee—boiled with sugar*, the old-fashioned way? We can fry up some cassava, listen to some AM radio, talk about the harvest and the price of vegetables . . .”

The word “**tubruk**” in the phrase “**tubruk coffee**” comes from the Javanese language which means crashing. It means that “*kopi tubruk*” is coffee which is made by crashing ground coffee, sugar and water in a boiling pot (Fida et al., 2017, p. 148). Crashing here means mixing directly between coffee grounds, sugar and water in a boiling pot. “*Kopi tubruk*” is very famous in Indonesia. In this case, it can be seen that the translator used a translation strategy by paraphrasing using unrelated words. Instead of using superordinate translation, she tried to modify the superordinate by adjusting the disassembly of the meaning of the source item according to Baker's theory (Baker, 2018). Therefore, she translated “*kopi tubruk*” with “*coffee-boiled with sugar*”. This finding supports some of previous studies (Rilisgius, 2019; Istiqomah et al., 2020) that translation by paraphrase using unrelated words becomes one of options to render CSIs from SL texts to TL texts. It also indicates that translation by paraphrase using unrelated words was also crucial to be used in translating CSIs. Therefore, translators and students in translation classes should learn how to use this strategy appropriately.

#### ***4.6. Translation by omission***

Last but not least, translation by omission becomes the fifth translation strategy in rendering CSIs which has 11 data. This strategy sounds a bit drastic when applied to translating culture-specific items. However, Baker argues that there is actually nothing wrong with neglecting the translation of words or expressions in some contexts if the meaning conveyed by a particular item or expression is not vital enough for the development of the text and to justify diverting the reader's attention with lengthy explanations, the translator can ignore the

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translation of the word or expression in question (Baker, 2018, p. 43). The existence of this strategy in rendering CSIs in this novel is shown in the example below.

SL: *Tidak ada yang tahu bahwa sebetulnya pesta ulang tahun Noni itu sudah rusak berantakan.*

TL: *The party* had flopped, though Noni's other friends didn't realize it.

The phrase "*pesta ulang tahun*" is a common expression used by Indonesians to celebrate someone's birthday. In Indonesia, the word "party" has many variations, such as birthday parties, wedding parties, wedding anniversary parties, birth parties, and so on. Thus, this phrase is a unified term. In this case, the phrase "*pesta ulang tahun*" experiences the omission of the words "*ulang tahun*" ("*birthday*"). This is done since the translator had explained this term by providing the context that the characters in the novel celebrated the birthday of one of the characters. Therefore, the translator decided to use a translation strategy with omission according to Baker's theory (Baker, 2018). These results also support the results of several previous studies (Rilisgius, 2019; Istiqomah, 2020; Permatahati et al., 2022) that translation by omission is also a translation strategy that can be used in translating CSIs from SL texts to TL texts.

## 5. Conclusion

Based on research question that was asked at the beginning of this study, some conclusions can be drawn as follows. there are six translation strategies used by Tiffani Tsao in rendering CSIs in Dewi Lestari's paper boat novel. Superordinate (translation by a more general word) becomes the most dominant translation strategies in rendering CSIs in this novel which are 160 data. Translation using a loan word or loan word plus explanation becomes the second dominant translation strategies in rendering CSIs which has 59 data. Next, translation by cultural substitution is the third dominant translation strategies in rendering CSIs which has 32 data. In addition, the fourth dominant translation strategy in rendering CSIs goes to translation by paraphrase using related words which has 31 data. Afterwards, translation by omission becomes the fifth translation strategy in rendering CSIs which has 11 data. Last, translation by paraphrase using unrelated words becomes the least translation strategy in rendering CSIs in this novel which has 7 data.

A limitation of this study is the absence of potential variations in translation strategies based on different genres or text types, which might influence the applicability of the findings. This limitation can result in limited understanding of the differences in translation strategies of CSIs in technical documents, literary works, and other types of genres. As a result, these findings may not accurately reflect the diversity of translation techniques, which may limit their applicability and relevance in broader translation research and applications involving different types of texts. Based on the limitations of this study, there are several suggestions that can be suggested. Those are as follows. For translation practice, there are

several things that need to be considered in translating CSIs. First, it is important to consider SL and TL culture in translating CSIs in various genres so that the meaning contained in the source text is not blurred and can be understood clearly by the target readers. Second, because the culture and language develop, translators must bridge the meanings intended by CSI from the source language which can increase in number over time to the target language with good translation strategies. Finally, considering the importance of the existence of CSIs in a discourse, especially in a novel, translators must be really wise in translating these CSIs because it is one of the cultural assets of a country. For pedagogical practice, lecturers must teach their students how to translate CSIs correctly. Using appropriate translation strategies and procedures will make students in translation classes more aware of the importance of understanding culture from both the source language and the target language. This awareness of cultural and linguistic diversity can improve their performance in translation. For future researchers, hopefully this study can be used as a reference and to attract their interest so that they are increasingly interested in conducting research in the field of translation generally, and CSIs translation specifically, using more complex theories and different points of view.

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