

IMPLEMENTING THE CALQUE TRANSLATION TECHNIQUE IN *START WITH WHY*: A DESCRIPTIVE LINGUISTICS

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Abstract

Calque seems like a translation technique that is simple for anyone because it is only about a single word. Unfortunately, it relies on various linguistic disciplines. It could be in phonology, morphology, both phonology and morphology, and also syntax. This research focused on word formation rules of equivalent lexicons which are translated by considering the calque translation technique found in the motivational book *Start With Why* by Sinek (2009) and its translation by Purwoko (2019). This was a qualitative study. In collecting data, a documentation study was applied. This study focused on; (1) the forms of English source language text translated into Indonesian by applying the Calque technique; (2) the process of Word Formation Rules in the target language; and (3) the new standard model of applying the calque translation technique. The result is that phonological and morphological principles rely on calque word formations, especially in the internal structure.

Keywords: *Calque; Word Formation Rules; Translation Equivalence*

1. Introduction

Understanding the notion of a word, phrase, sentence, or text is not determined by the forms but also by the sound of the forms. This idea comes up due to the translation techniques applied. The impactful idea is the calque translation technique. Calque relates loan words from a major language to a minor one. This occurs due to in a target language, there is no natural concept to mean a notion of source language text.

Calque as a translation technique leads translators to adopt foreign terms into a target language. This technique relates to word formation as well. When a translator is going to find out an equivalent meaning in the target language, then he finds that there is no similar language concept then the foreign form is loaned. Nevertheless, this could be done if the translator changes the sound and form in the target language system.

In certain situations, a sound harmony system should be done, or it relates to a phonological system only. The word “computer” is a good example in English. In Indonesian, the orthographic letter /c/ changes into /k/. It should be /k/ and vocal /a/ [+front] as in place of articulation, so that is why /c/ in English should be changed into /k/ in Indonesia.

Another case stimulating calque occurs in a formation where phonology and morphology come together for completing the word formation. For example; the word *inspire* in sentence

“there is nothing that brings me more joy and happiness in this world than making up every day with a clear sense of WHY – to *inspire* people to the things that inspire them” (Sinek 2009) which is translated into “di dunia ini tidak ada yang jauh lebih menggembirakan dan membahagiakan saya daripada bangun setiap hari dengan rasa MENGAPA yang jelas untuk *menginspirasi* orang-orang melakukan hal-hal yang mengilhami mereka.” (Sinek, 2019).

Both sentences indicate the word *inspire* has an equivalent meaning with *menginspirasi* in Indonesian applied calque translation technique. The word *inspire* has been adopted into Indonesian but it should undergo morphological and phonological processes in Indonesian. Generally, Indonesian borrowing from English into Indonesian, the words ending with *-tion* such as: *dedication, tradition, instruction* etc borrowed into Indonesian terms must be changed into *-si*. So those terms become; *dedikasi, tradisi, instruksi* etc. This phenomenon comes into the base *inspirasi* of *menginspirasi* comes first, or it undergoes phonological first. The word *inspire* has a noun form namely *inspiration* in English. So, Indonesian has /s/ and /I/ at the end for *inspirasi*. Since the word *inspire* in the sentence comes as the predicate then it should be *menginspirasi* in Indonesian. It means that there is an additional process. It should have the affixation *meng-* the prefix *meng-* in Indonesian means doing or conducting an action. Regarding sound /i/ as the vocal comes first, then *meng-* is acceptable and has no idiosyncrasy in terms of a phonological process.

However, calque occurs either in word or phrase formation, but this article only focuses on word levels. That is why the word formation rules theory proposed by Aronoff is going to rely upon as the foundation of this study. Further, the theoretical model of Halle will be recreated to be a new model as the standard of implementing the calque translation technique. Halle in his study implemented a model which is figured out below.

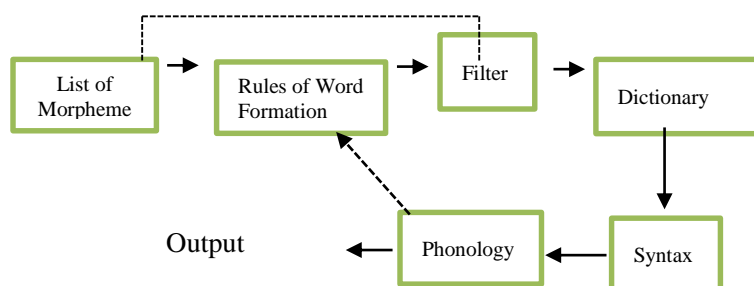


Figure 1.1 Word Formation Rules

The model above finally was debated by Scalise and Guevara through their article on how to treat word formation. The paper tries to complete and break down the content of each component of that model to be clear. How to treat the model at the beginning until having out-

put. They provided some evidence in terms of phonological approach and morphological approval into word formation rules. Further, they explained clearly when a formation should be in the filter component and when it should be put directly into the dictionary component.

In another case, Halle developed this model by considering the concept of lexicon first. He considered that the component of the ‘List of Morphemes’ in the previous model refers to a dichotomy where it could be divided into free morpheme and bound morpheme. Therefore, in the new model, it has a lexicon component as a component that should come first. So, the term *list of morphemes* is not applied anymore. He introduced word formation in another model as below.

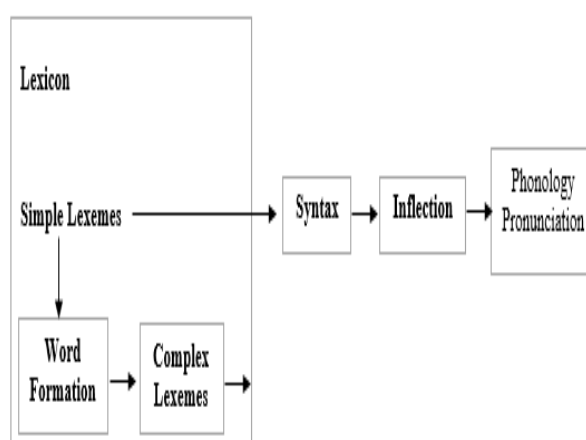


Figure 1.2 Halle's Word-Formation

The figure indicates that the lexicon has a component which is called simple lexemes which derives word formation and complex lexemes before applying them in sentence construction. Further, in this model, there is an inflection component as a case to be considered separately.

Considering the development of generative morphology as shown by Halle, this article spotlights word formations that have idiosyncrasies inside the formation. Further, the internal structure of the formation is going to be elaborated by considering functional structures from a semantic point of view. This article relies on Calque translation techniques' products. When a translator is going to translate and write down the equivalent form by considering this technique he focuses on the word formation rules system in the target language. This is the basic and important thing that MUST be done. Then it could be accepted not only from the ‘acceptability’ point of view but also from the ‘readability’ point in translation. These points are relying on translation equivalents.

A translator has to transfer the whole notion/messages of the source-language text into

target-language text. This duty is not simply about meaning but also in what form meaning comes up. So, regarding the delicacy phenomena in calque translation, there are three research questions. They are; (1) what are the forms of English source language text translated into Indonesian by applying the Calque technique? (2) How is the process of Word Formation Rules in the target language? (3) How is the new standard model of applying the calque translation technique operated?

There are previous researches contributed in conducting this research. There was a study conducted by Mustafa et al (2015) on word formation used on Facebook. There were two goals; 1) to elaborate on word construction used by Malaysian adult Facebookers; 2) to examine the word formation used. The paper indicated that there are mostly three-word formation processes; abbreviation (clipping, acronym, and combination of letters), blending, and the use of emoticons. Meanwhile, the causes of applying those sorts of word formation are; intending to save time, filling communication gaps or barriers among the users, indicating group membership, and expressing the excitement of emotion and feeling on Facebook.

This research was well done, unfortunately, some points must be highlighted. The first one is about the analysis. The researchers presented the data and also classified the data based on the theory. For instance; the finding of clipping. Let consider the presented finding below.

Table 1.1 Mustafa et al (2015)

Word	Meaning	Type of Clipping
Conf	Conference	Back Clipping
Reps	Representatives	Back Clipping
Max	Maximum	Back clipping
Coz	Because	Front and back clipping
Iolls	I and All	Phrase clipping
Uolls	U and all	Phrase clipping

The researchers only classified the data and then stated the type of clipping. The researchers did not explain how the clipping occurs. The word *conf* is stated as a kind of back clipping but there is no elaboration on how it could be. In addition, there must be a clear statement on what type of word could be able to be treated with back clipping, front and back clipping, and phrase clipping process. Then, the substance of word formation theory is visible practically especially in analyzing the words used on Facebook.

Another finding in this article is relying on abbreviations. The researchers (Mustafa et.al 2015) have presented the data and its classification below.

Table 1.2 Mustafa et al (2015)

Word	Meaning
FB	Facebook
SEA	South East Asia
BFF	Best Friend Forever
BFFs	Best Friend Forever
TQ	Thank you
LOL	Laugh out loud
ASEAN	The Association of Southeast Asian Nation
ASAP	As soon as possible
PM	Private message

The presented data above is clear enough especially in terms of abbreviations. Nevertheless, there is no exact explanation of how *TQ* stands for *thank you* in English. In another case, there are some abbreviations for saying *thank you* in English, such as *10Q* for *thank you*, *10X* for *thanks*, and *TY* for *thank you*. So, at least the research defines why Malaysian Adult Facebook users prefer to use *TQ* rather than other abbreviations.

This previous study has a similar topic as this recent study namely relying on the Word Formation study. Nevertheless, this recent study focuses on word formation which is the result of translating English words into Indonesian by implementing calque translation techniques. Further, this study is going to elaborate on how the *words* are formulated morphologically or whether it is influenced by the generative phonology perspective. So, this recent study is not talking about the kind of word formation process that comes up in a word but it goes to how it is.

Another work on word formation is written by Abrosimova (2013) in her article entitled *Word-Formation in the Context of Multi-Disciplinary Cognitive Paradigm*. It is a cognitive idea with its central point to humans as words' creators and linguistic personality experiences. Cognitive drives humans to create more new words in their use. The new words derive from derivational processes and natural phenomena in some fields of human life. Traditional word formation with its connection to all levels of language namely morphology, phonology, syntax, and vocabulary. Word formation shows the phenomena of knowledge and experience of cultural life for individuals and its community. It also contributes to the formation of linguistic pictures in the world. It was a corpus of analyzed derivatives that applied in this article. The number of units was 2600. It analyzed the number of suffixal derivatives (including nouns and adjectives), which includes the word-formation suffixes *-er*, *-ee*, *-ant / -ent*, and *-ist*. Those have close semantic links. The lexemes are attributed to various semantic classifications, which can be represented as a set of categorical elements of the meaning. The formats of analysis are *-er*, -stem type V, less often N; *-ee*, -stem type V, less often N; *-ist*, -stem type N, less often

Adj; *-ant/-ent* -stem type V.

The word formation with the suffix *-ee* is the most significant finding in the data with more than 70%. It shows a wide range of degrees of polysemy. It is also possible to single out some cases in which general categorical elements are typical of different derivatives. The suffix *-ee* is the most productive and it has the formation of nouns in the semantic case of a patient. Other affixes also show or represent *agents* closely connected to subjects of the actions or processes. It also mentions that the affixes applied are part of the formation of nouns from other parts of speech which is mainly from verb stems. This article concerns the corpus. When it deals with corpus, it means the data is abundant. There is no significant explanation of how the researcher limits its data. There is only an explanation of the related idea of word formation *-er*, *-ee*, *-ant* / *-ent*, and *-ist*. Even the idea of multi-disciplinary cognition has achieved its finding. However, the explanation about the corpus and number of data used is not properly explained.

The article has a different idea from recent study. The article discusses mostly the word formation for specific suffixes. Meanwhile, this recent study discusses word formation in the translation process. The idea of word formation is similar; however, the goal is significantly different. The idea of word formation in our paper is part of the translation and it deals with how word formation also affects the translation. Further, another research that contributes to this study is the calque study. Calque as one of the translation techniques is unique. It has a special implementation, where it needs morphological analysis in terms of the target language system.

In terms of calque, this study took an article published in the Journal of Literature, Languages, and Linguistics as a literature review. The article entitled *Loan and Calque Found in Translation from English to Indonesian* was written by Batubara (2019). The article aimed to find out the reason for using the loan and calque strategy in translating a novel from English to Indonesian. This article also analyzed the dominant strategy applied in the translation of some words and phrases from English to Indonesian. The third research objective was to identify the form typically used as loan and calque in translation.

This research was conducted through qualitative and quantitative methods. The data were the words translated using Loan and Calque. The words taken as the representative data were chosen randomly, which is called random sampling. The sample data was then analyzed using the main theories and supporting theories. Larson's theory (1998) about loan was chosen as the main theory. This theory was supported by another loan's theory proposed by Cuddon (2013) and Newmark (1988). The theory of calque was proposed by Hatim and Munday (2004). Then

it was supported by the same theory proposed by Molina and Albir (2002).

The article presented the result that out of 100 data, 57 data use loan and 43 data use calque. It was shown in the following diagram.

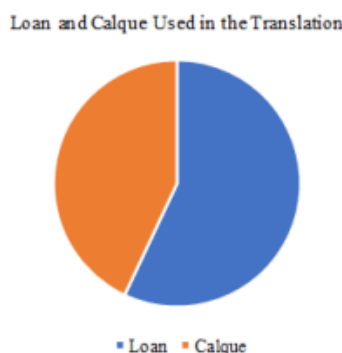


Figure 1.3 The occurrence of Loan and Calque in Translation by Batubara (2019)

The pie diagram shows that two strategies were being compared. The loan is the dominant strategy used by the translator to translate the words and phrases in the novel. The strategies of Loan or Calque are presented in the form of words (70 occurrences) and phrases (30 occurrences). It means that the dominant form is in word form. The information was seen in the diagram below.

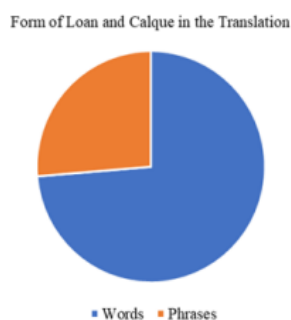


Figure 1.4 The Occurrence of Words and Phrases Form in Translation by Batubara (2019)

Her research has similarities with this research in terms of focusing on Calque as the translation strategy and analyzing the form of source language text. Both of the articles revealed the dominant form that occurred in the text. They also presented the Calque strategy to translate the source text to the target text.

However, both articles shared different data sources. Batubara used a translated novel entitled *Murder in the Orient Express* by Agatha Christie (2017). Yet this article used two versions of a motivational book, *Start With Why* by Simon Sinek (2009). This article aimed at analyzing how the process of Word Formation Rules in the target language is done. Also, it was investigated to find the new standard model of applying the calque translation technique operated. The previous study did not focus on the word formation process. It just focused on the

dominant form that occurred in the translation strategy. To analyze the data, Batubara utilized Larson's (1998) and Molina & Albir's (2002) theories to investigate loan and calque strategies that occurred in the novels. Otherwise, this article utilized Vinay & Darbelnet (1958) to analyze calque in the data source, Aronoff and Fudeman theory (2011) to analyze the word formation occurring in the data, and Molina & Albir (2002) to investigate the translation procedures. This article is more complete than Batubara's study since this article contributed deeper analysis; not only about the calque technique in translation but also the word formation structured the phrases and sentences as the product of translation using the calque technique.

Previous research which is relying on the correspondence of International reading material conducted by Arffman 2010. In the paper, there are six different types of indicating translation equivalence. Further, in the paper, there are three types of issues in indicating equivalence. The previous study also relied on the test theory to make sure about the correspondence of source language text and target language text. Unfortunately, this paper cannot show us the real inequivalent. How does it happen?

The data is shown below:

How many days, she wondered, had she sat like this, watching...

Montakohan päivää, nainen mietti, hän olikaan jo istunut tällä tavoin katsellen...

[*1 *How many days, woman wondered, had she sat like this, watching...*].

Arffman, 2010

In the paper, the previous researcher stated that the word is not equivalent since she in English refers to a woman while *hän* is not. The word *hän* has not differentiated the sex of humans. This data cannot be taken into account because it does not correspond to one another. A source language has its different linguistic properties and so does a target language. It could be said to be inequivalent just in terms of the translator making mistakes in rendering a message from a source language text into a target language by having unsuitable word choices. Further, this research stated that the pragmatics of a text need to be considered in doing translation equivalent. However, it is not elaborating on the whole content of pragmatics of a source language text. It just relies on the diction that comes up as the correspondences of single words in the source language text. For example, the word *cry* in English is translated into *kiljahdus* in Finnish. It has been stated that *cry* has various polysemy, but it does not mean that the word *cry* comes up in a text then it means *crying*. So, it should be fair when a similar concept is going to be tested, then the source language text's context should be examined and so is the target language text.

This previous study has contributed to this recent study in terms of examining corresponding. Nevertheless, this recent study relies on the internal word structure of dictions that are potentially translated by considering the calque translation technique. Further, the concept of equivalence also covered this recent research in terms of how to minimize ambiguity in selecting word choice especially the word class of a word due to the same form may have more than one-word class. In addition, word class also determines the concept of a form.

This article focuses on three different theories in elaborating the language phenomena in translation products, especially equivalent forms that are relying on the calque technique. Each theory has a different role. The calque translation technique refers to finding the equivalent forms as the result of the calque technique. Meanwhile, the word formation rules theory is used to analyze the idiosyncrasies of those forms that are the result of implementing calque translation techniques. The third theory is used to elaborate and explore the analysis of creating new model standards of implementing calque translation techniques. Those theories are elaborated on in the following subsections.

a. Calque Translation Technique

Calque Calque contributes loan words in a target language. It is one of the translation techniques which is used by translators to convey the meaning of SL text into target language text by considering the internal structure of the target language system either morphology or phonology. Since it relates to morphology thus the word formation rules should be considered.

Another issue in the calque translation technique is a sort of adopting a full form of the SL term into TL but the sound of the form should be in the TL linguistic system. For example; *interest*. This is an English term that is used in Banking and economic fields but it is adopted totally into Indonesian. The way of pronouncing it follows the Indonesian sound system. According to Vinay and Darbelnet, calque is a literal translation at the level of phrase. Further, it goes to a kind of borrowing a source language item in translated form. They also argue that both borrowing and calque often become fully integrated into the TL, although sometimes with some semantic changes. This is called the metalanguage of translation.

Venuti (2000) has a different point of view from Calque. According to Venuti, calque is a special kind of borrowing where a language borrows an expression from another, but then translates each of its elements. So, by considering this notion, Venuti divides it into two types, namely; lexical calque (translator respects the syntactic structure of TL whilst introducing a new mode of expression). Meanwhile, structural calque means the translator defines it as a new construction into the target language.

b. Word Formation

According to Aronoff and Fudeman, morphology is a study of the mental system in word formation (2011: 2). Further, they explained that a morpheme contains the smallest linguistic form with a grammatical function. So, it is important to be considered by language researchers to examine the internal structure of a word. In addition, there are variants in word formation. For example; *reconsideration*. This word construction consists of *re-*, word *consider* and *ation*. The word *consider* is called the stem. The morpheme *re-* is called a *prefix* while *-ation* is called a *suffix*. In certain contexts, there is a question: why is *ation* not broken down into *-ate* and *-ion*? The main reason is that the grammatical function of a morpheme which has its meaning must be constant. That is why *ation* cannot be broken down.

According to Nida (1949; revised edition 1965 in Aronoff and Fudeman (2011: 13 - 17) there are four main principles in analyzing a morpheme. Those principles are:

- a) Morphemes have similar meanings and sound shapes in all their occurrences of the same morpheme, for example:

berkumpul ‘get together’

berjalan ‘walk, go on foot’

berkata ‘say’

The morpheme *ber-* comes at the beginning of the base.

- b) Morphemes that have similar meanings but different sound shapes could be the same morpheme if their distributions do not overlap. It goes to similar concept that, the morphological form may be the same in establishing intransitive verb, but the grammatical meaning conveys various nuance such as ‘to own’ For example; *berumah* ‘to own house’; *bertopi* ‘to wear’ means *wear pat*; *belajar* ‘to act’ means *study*. The form *be-* is derived from *ber-* in Indonesian.
- c) Not all forms are segmental. For example; *break* → *broken*; *go* → *went* in English.
- d) A morpheme may have zero allomorphs if it is not categorized as a non-zero allomorph. For example; *apel* means ceremony, fruit in Indonesian.

c. Translation Procedure

Molina and Albir (2002) proposed 18 procedures in translation. Actually, in their writing, the term techniques are required to use for some criteria of limitation. Before having the 18 procedures, Molina and Albir described some criteria for translation technique such as isolating the concept of technique from other notions; including procedures as characteristic of the translation of texts; maintaining the translation techniques to be functional; maintaining the

most commonly used terms, and formulating new techniques to explain mechanisms that are not yet described.

After having those limitations, the 18 techniques are listed. It includes adaptation, amplification, borrowing, calque, compensation, description, discursive creation, established equivalent, generalization, linguistic amplification, linguistic compression, literal translation, modulation, particularization, reduction, substitution, transposition, and variation. These 18 techniques are similar to summarizing some ideas on strategies, techniques, and methods provided by other experts. The summarization comes after they analyze some techniques and procedures from other experts, however, those do not match the translation requirements. Molina and Albir are concerned with the complete techniques in translation. For that reason, the process and result of translation can be acceptable and readable.

2. Methodology

This study was relying on language phenomena in translation products. One of the translation techniques insists phonology and morphology be taken into account. Sometimes, it can be one of pure linguistics such as phonology only. But in certain forms and contexts, phonology and morphology spotlighted word formation as part of considering equivalent meaning in target language. Therefore, it should be elaborated clearly. So, it relies on qualitative study.

In collecting data documentation study was applied. An inspirational book which is entitled *Start with Why* written by Simon Sinek in 2009 and its Indonesian translation by Susi Purwoko (2009), was taken as the data source. These books have various word forms that undergo the Calque translation technique. So, those forms are going to be spotlighted as the first step of creating a new model for implementing Calque. There are some techniques done to collect data. They are; reading, taking notes, and marking. Researchers are reading the whole content of the books for the first time.

After knowing the general content and meaning, researchers take notes. In some parts, marking techniques are applied. There are three markers used. First, (\nearrow) for data that have phonological phenomena; second, (\emptyset) for data that have phonological and morphological phenomena and the third is (\approx) for data that have syntactic and contextual phenomena (forms that have different word classes due to context of text). Besides the techniques of collecting data, researchers also considered the translation process of the data source. This is a part of formulating the new standard model for calque. There is an instrument created by researchers. The instrument is as in the figure below.

Table 2.1 Instrument for a New Standard of Calque

No	Source Language	Target Language	Phonology	Morphology and Phonology	Syntax and Context
			(ʔ)	(Ø)	(≈)
	1	2	3	4	5

The table above is used as an instrument to collect all data from the data sources. Column no is used to count the total data finally, column (1) and (2) is used to fill the sentences that have words that are translated by implementing the Calque technique. Meanwhile, columns (3), (4), and (5) are used as the functions of marking as has been mentioned before. This research could be designed as below.

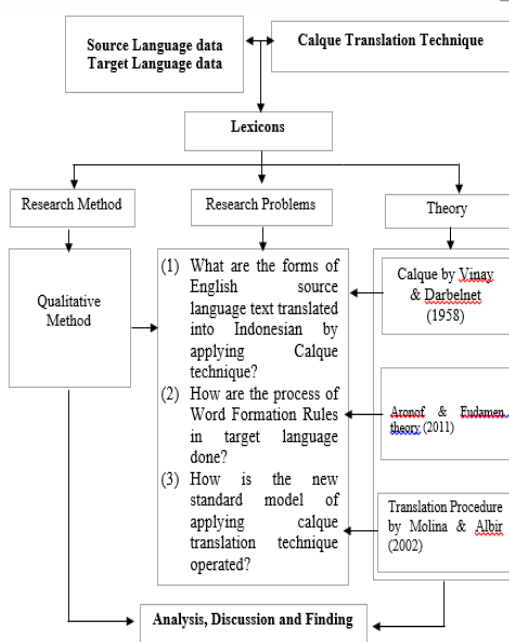


Figure 2.1 Research Method Design

The design figure above illustrates that to analyze the first research problems, the Calque translation technique theory is used. Meanwhile, the second problem, the morphology theory proposed by Aronoff and Fudeman (2011) is applied. The last theory which is applied in this study is the translation procedure which is stated by Molina and Albir (2002).

3. Findings and Discussion

Regarding translation text, there is a calque technique dominantly used. The words that undergo the calque technique are nouns, adjectives, and verbs. Those words undergo generative phonology and also morphological processes based on the Indonesian language system. The following subsections are elaborating on these research findings.

a. **Calque Translation Technique**

In doing translation from English into Indonesian, some word classes come up. Those are adjectives, nouns, and verbs.

a. **Calque For Adjectives**

An adjective is a word class that is usually used to describe a noun. Generally in English, an adjective is placed after a copula or auxiliary verb. Adjectives can also form phrases For example; *new car*. The word *new* is an adjective. This word modifies the *car*. It is different from the Indonesian system. The adjective could be identified by placing *lebih* or *paling* at the beginning of a word. Generally, adjectives in Indonesia are used to describe a noun. Nevertheless, English and Indonesian have different points in placing adjectives in sentence structure.

The adjective in Indonesian text which undergoes a phonological process to be neologism for Indonesian people occurs in two parts. The first part comes at the beginning of a word and the second is the last pronunciation. Unfortunately in this section, the discussion about word class will mostly be elaborated. The changing of pronunciation would be explained in the next subsection of this paper.

Please consider the data (1) and (2) below.

Data (1)

Source Language

Though positive in nature, aspirational message are most **effective** with those who lack discipline
Sinek (2009)

Target Language

Meski bersifat positif, pesan-pesan aspiratif ini paling **efektif** mengenai orang-orang yang kurang disiplin.
Sinek (2019)

Data (2)

Source Language

Though **positive** in nature, aspirational message are most effective with those who lack discipline
Sinek (2009)

Target Language

Meski bersifat **positif**, pesan-pesan aspiratif ini paling efektif mengenai orang-orang yang kurang disiplin.
Sinek (2019)

Sentence (1) indicates that the word *effective* is translated into *efektif*. The word *effective* is an adjective. It describes something mentioned before or after its position in sentence construction. The sentence *most effectively* comes as the complement of the sentence. It describes the noun phrase *aspirational message*. This word class of *effective* in English is not changing when it is transferred into Indonesian. The word *efektif* is preceded by *paling* as a superlative word marker in the Indonesian language for adjective word class.

The word *positive* in data (2) also has a similar case in data (1). A little bit of difference comes up in the pronunciation of the words *positive* and *positif*. In English, the word *positive*

is pronounced /'pɒzətɪv/. Another delicacy phenomenon comes in data (3). Let us consider the data (3) below.

Data (3)

Source Language

Though positive in nature, aspirational messages are most effective with those who lack **discipline**.
Sinek (2009)

Target Language

Meski bersifat positif, pesan-pesan aspiratif ini paling efektif mengenai orang-orang yang kurang **disiplin**.
Sinek (2019)

The data (3) shows that *discipline* is equivalent to *disiplin*. Discipline is an adjective. This sentence indicates that the word comes at the end of sentence construction. The same case comes in Indonesian sentences as well. Regarding the translation point of view, this translation technique which is relying on this text is the calque translation technique.

Besides adjectives, English and Indonesian translations also allow calque to come in another word class. The most productive method of implementing calque is in nouns. The next section elaborates clearly on how calque relies on nouns.

b. Calque For Nouns

A noun is a word class that occupies the position of the subject or object of a sentence. Nouns have many types. For example; abstract nouns and concrete nouns. There are also nouns called countable nouns and uncountable nouns. In morphology, some nouns have derivative forms. For example, in Indonesian, the word *kesucian*. This word is a noun that is formed from the word *suci* which is an adjective.

The base form *suci* is constructed into *kesucian* by attaching the bound morpheme *ke-* as a prefix and *-an* as a suffix. The existence of *ke-an* at the beginning and the end of *suci* changes the concept of *suci*. It cannot be **kesuci*. It is unacceptable. Nevertheless, in *sucian*, *ke-* can be attached at the beginning. So, *ke-* only occurs with suffix *-an* simultaneously when it forms a noun. The word *suci* is an adjective in Indonesian. This word is used to describe or modify the character of a person or a thing. Meanwhile, the construction *kesucian* is a noun. It could be the subject or object of a sentence. Let us consider the text below.

*"Tidak boleh menyentuh benda-benda **suci** yang dianggap sakral. Kegiatan persembahyangan dilakukan dengan tujuan untuk tetap menjaga **kesucian** tempat ibadah"*

The word *suci* in the text above is an adjective. It modifies the *benda-benda* which comes before. Meanwhile, the word *kesucian* in the text indicates that it is a noun.

The translation text *Start with Why* which is translated by Purwoko (2019) indicates that

the calque translation technique is also applied. Calque comes in noun word classes as well. The word *celebrity* in data (4) is translated into *selebritas* in Indonesian text. The word *selebritas* is a noun in Indonesian. It is classified as calque because it is a loan word that is adopted from English. It undergoes a phonological process where the sound system of Indonesian is applied. A similar case comes in data (5) too. The word *golf* in the source language and target language text is similar in form. The calque technique is used to maintain the real concept of the source language message.

Data (4)

Source Language

Celebrity endorsements are sometimes used to add peer pressure to the sales pitch.

Sinek (2009)

Target Language

Terkadang dukungan **selebritas** (Celebrity endorsement) digunakan untuk menambah tekanan ini.

Sinek (2019)

Data (5)

Source Language

This makes sense when we hear Tiger Woods endorse Nike **golf** products.

Sinek (2009)

Target Language

Ini masuk akal ketika kita mendengar Tiger Woods menganjurkan produk-produk **golf** dari Nike.

Sinek (2019)

Besides nouns, calque in English translation into Indonesia also triggers another word class such as verbs.

c. **Calque For Verbs**

Verbs are a class of words that usually occupy the predicate position in a sentence. There are several types of verbs such as action verbs, stative verbs, and so on. Syntactically, verbs are divided into transitive, intransitive, and ditransitive verbs. Similar to nouns that have been discussed in the previous section they can be said to belong to the verb class and there are also derived forms.

In Indonesian, derivative forms could be from verbs and other word classes. For example; *Adik **berbahasa** Inggris*. The word construction *berbahasa* in the sentence indicates that it has two morphemes. they are bound morpheme *ber-* which is a derivational morpheme. It changes the word class and the concept of the base; and a free morpheme *bahasa* which is a noun.

The calque translation technique was also applied by the translator of *Start With Why* into Indonesian text. it could be found in the data below.

Data (6)

Source Language

But when a company clearly **communicates** their WHY.

Sinek (2009)

Target Language

Tetapi ketika sebuah perusahaan dengan jelas **mengomunikasikan** MENGAPA-nya.

Sinek (2019)

The data (6) above indicates the word *communicates* as a verb. It consists of two morphemes, namely; a free morpheme *communicate* and a bound morpheme *-s*. The existence of *-s* at the end of *communicate* is triggered by the subject of the sentence. The subject of the sentence is *a company*. It is singular so, the predicate in the simple present should be attached *-s*. The conceptual form *communicate* is equivalent to *komunikasi* in Indonesian. The word construction *mengkomunikasikan* in the sentence above indicates that it has a free morpheme and bound morpheme as well. The process and the concept of the word is representing the notion of *communicate* in the source language text.

The discussion in this section only relies on the calque in translation text. It could be detailed how the word construction is and what kind of internal factors come up in the word construction is discussed in section 5.2 below. In the section, there are explanations of how linguistics contributes to the implementation of the calque translation technique.

b. **Idiosyncrasy in Word Formation**

A word formation which is the result of the calque technique has various phenomena, especially in the internal structure. The form of Indonesian words has different formations than English. Indonesian has affixation rules. Further, in implementing the affixation process, the phonological system determines it. It could be found in calque translation techniques especially in the book *Start with Why* which is translated into Indonesian by Purwoko (2019). For the details, let's consider the following sections.

a. **Phonological Issues in Calque**

Phonology focuses on language sound systems. It elaborates on all kinds of sounds in a language. The sound of a phoneme determines the meaning of a word. Further, the segmental accent also determines how a word shapes meaning. For example the word *mereka* in Indonesian. The word *mereka* has two different meanings. It depends on the way it is pronounced. It could be the third-person plural ‘they’, but it could be *guessing* depending on how it is pronounced and placed in sentence constructions. Let us consider the sentences below;

- a) *Mereka membaca majalah*
- b) *Jangan mereka suatu kejadian yang belum dikaji.*

The sentence (a) indicates that the word *mereka* is a pronoun. It is a third-person plural in Indonesian. The word *mereka* is *they* in English. It is different from *mereka* in (b). The word *mereka* in (b) is a verb. It consists of *me-* and *reka* ‘gues’. The word *mereka* means *guessing*. Thus, sentence (b) means *prohibition*. When the word *mereka* is pronounced /’mereka/ it has a pronoun concept, but when it is pronounced /me’reka/ it has a concept *guess*.

By considering the phenomena above, we may know how important phonology is in

conveying the meaning or notion of someone's utterances. The data (7) below indicates that the word *ambitious* is translated into *ambisius* in Indonesia. In this case, there is a question about what is happening to the word.

Data (7)**Source language**The goal was **ambitious**.**Sinek (2009)****Target Language**Tujuannya **ambisius**.**Sinek (2019)**

The data (7) above brings a good example of a phonological study in the calque translation technique. The word *ambitious* is pronounced /æm'biʃəs/. It is translated by implementing calque into Indonesian but its pronunciation undergoes changing. The phoneme /t/ in syllable *tious* assimilated and changed into /s/ in Indonesian.

Data (8)**Source language**

Public interest was high.

Sinek (2009)**Target Language**Minat **publik** sangatlah tinggi.**Sinek (2019)**

The data (8) also has the same case as in (7). Nevertheless, this data brings different phonemes. The word *public* is pronounced /'pʌblik/ in English. It is translated into Indonesian but the pronunciation is changing totally. The phoneme /ʌ/ is changed into /u/. Another one is that the phoneme /c/ in English is changed into /k/ in Indonesian. In English /c/ is categorized as [palatal, pre-velar, +voiceless] meanwhile /k/ in Indonesian is [velar, +voiceless]. Since they are voiceless and /c/ in English seems like velar as in Indonesian, then this kind of change is acceptable.

b. Morphological and Phonological Issues in Calque

Actually, in implementing the calque translation technique, a translator needs to consider the word formation rules in a target language system. Indonesian language as TL in this context is different from other languages in this world. A loan word when it is adopted into Indonesian needs the linguistic rules of the Indonesian system.

Phonology as the study of sound systems is very important in taking into account. It needs to be considered since the sound of phonemes in a word determines meaning. For example; word *muka* and *duka*. The phonemes /m/ and /d/ have different pronunciations. Phoneme /d/ determines meaning in *duka*. In pronouncing it, the tongue taps behind the top front teeth, with use of the voice. Meanwhile, /m/ is voiced meaning. It is from vocal cords. There should be vibration or buzzing in throat. When it is pronounced, mouth is closed then sound flows out through nose. It means that, /d/ and /m/ have different way of articulation and determine

meaning. The existence of them in the sequence of letters determines the different meanings of *muka* and *duka*. In Indonesian, *muka* means face while *duka* means condole.

Another delicacy phenomenon in sound systems is the segmental system. The tone of pronouncing a word determines the meaning of the word. For example; *apel* in Indonesian. It could be a fruit which is named *apel* and it could be a *ceremony* or *rally*. To differentiate this word is by considering the way to pronounce it. It is a fruit if it is pronounced /'apel/ (the stressing comes at the beginning of the spelling) but when it is pronounced /a'pel/ the stressing is put after the vocal /a/ and /e/ is pronounced a little bit longer it means a *ceremony*.

Morphology as a study of word formation is really important in determining the meaning or notion of a word. Without a good knowledge of morphology, a translator cannot have the ability in finding good diction to represent the source language text's meaning. It is necessary for translation, especially calque because in certain words, morphology and phonology need to come together in the internal structure of a word.

Data (9)

Source language

Armed with every ingredient for **success**,
Samuel Pierpont Langley set out in the early
1900s to be the first man to pilot an airplane
Sinek (2009)

Target Language

Bersenjatakan semua bahan baku
kesuksesan, pada awal tahun 1900-an
Samuel Pierpont Langley memulai untuk
menjadi orang pertama yang
menerbangkan pesawat udara.
Sinek (2019)

In implementing calque, a translator cannot avoid the morphological process of a word, especially in the target language system. In the morphological system of Indonesian, mostly affixation could be found since Indonesian is an agglutinative language. The word *success* which is translated into *kesuksesan* indicates that there are two steps to render a message in terms of form. The first is finding the base form of *success* to be *sukses* in Indonesian. The second is the affixation process. In terms of affixation, the word construction *kesuksesan* has three morphemes. they are; the bound morpheme *ke-*, free morpheme *sukses*, and another bound morpheme *-an*. The existence of *ke-an* in the word *kesuksesan* is called *confixation* where it cannot be separated. If it is **kesukses*, this form is not accepted in Indonesian morphologically and semantically. Meanwhile, if it is constructed **sukksesan*, this construction is not acceptable. That is why, *ke-* and *-an* should be attached at the same time for constructing this word.

The word *success* translated into *kesuksesan* is caused by the context of the sentence. The preposition *for* at the beginning of *success* in an English sentence cannot be translated literally into *untuk* or *pada* in Indonesian. If the translator translates it, then the meaning of the sentence construction be ambiguous. Simply, this form of *kesuksesan* as a good sample of morphology

and phonology comes together in the calque translation technique. Phonology comes from changing the sound system first, then it is followed by a morphological process.

Another one is *dedicated* and is translated into *berdedikasi* in Indonesian as in the data (10) below.

Data (10)

Source Language

Their passion to fly was so intense that it inspired the enthusiasm and commitment of a **dedicated** group in their hometown of Dayton, Ohio.

Sinek (2009)

Target Language

Passion mereka untuk terbang begitu kental sehingga menginspirasi semangat dan komitmen suatu kelompok kecil yang begitu **berdedikasi** di kota kelahiran mereka, Dayton, Ohio.

Sinek (2019)

The word *dedicated* in English is translated into *berdedikasi* insisting that phonological and morphological perspectives come together. The word *dedicate* is translated into *dedikasi* in Indonesian, then it needs the prefixation *ber-* to complete the meaning of *dedicated* as in English text. In English text, the word *dedicated* is a noun. The existence of article *a* at the beginning defines *dedicated* as an adjective. Even the word classes of *dedicated* and *berdedikasi* are different, but they have similar concepts. The core idea is possession.

These analyses lead us to have a bundle of knowledge that linguistics in terms of phonology and morphology are significantly important in doing a translation. Further, it brings us to an effective way of thinking that comprehending source language text materials and determining the target language readers will significantly contribute to language choice. So, the next section of this article is going to elaborate on how far and deep a preparation activity should be done by translators in implementing calque translation techniques.

3. Inter-Structure Model of Calque Translation Technique

Practically translation procedure should be determined at the beginning of doing translation activity. This is an effective way since it enables translators to prepare everything necessary such as; comprehending the whole content of source language text, having a small draft of generic terms such as; cultural terms or any idioms, and also having a chance to decide the type of translation techniques needed, determining target readers of translation product, understanding the sort of genre of source language text and also have the stuff of knowledge in terms of text.

Comprehending the whole content of source language text enables translators to have a glance at the messages or notions of the text. It will bring them to a path of finding any specific vocabulary in the kind of topic. The preparation of scheming translation techniques leads translators to be well prepared in depth-thought of deciding linguistic treatment either source-language text or target-language text. Calque translation technique for example. This sort of

technique must be understood well by translators since it is a kind of loanword but it needs linguistics.

As what has been analyzed and explored in the previous section, then a model of translation procedure could be designed as below.

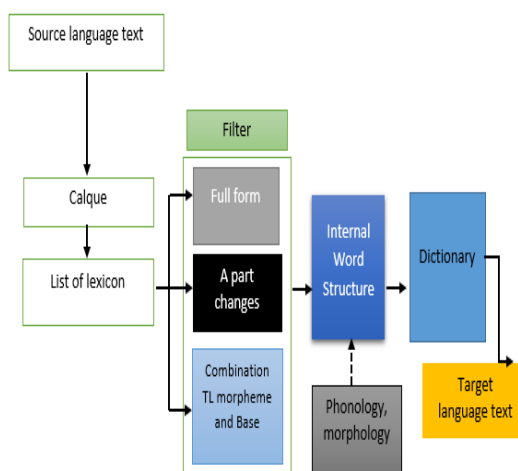
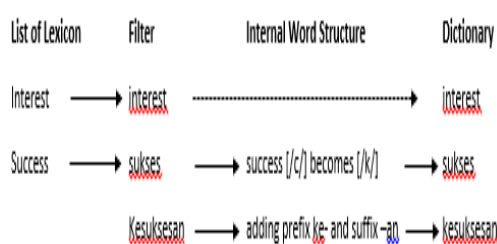


Figure 5.1 The Procedure of Implementing Calque

Figure 5.1 above indicates that the source language and target language are potentially implementing calque translation techniques. So, translators need to list lexicons either from source language text or target language text in the *List of Lexicon* component. This list of the lexicon cannot be used directly in the target language text.

After having a list of lexicons, there is another component which is called a *filter*. This component allows translators to be meticulous in seeing the internal structure of the word formation at a glance. To make it clear let us consider the following examples;



The word *interest* for example could be put directly into the dictionary component because when the text is about finance and banking, the rate of *interest* is a loanword in Indonesian. The pronunciation of *interest* is also used totally in Indonesian. It is different from *success* which is translated into *sukses*. The orthographic symbol *c* in English is pronounced [k] as in Indonesian. A similar case comes to /s/ at the end. there is only one /s/ for Indonesian. The sound /i/ for /e/ in English is pronounced /e/ in Indonesian. The translation *success* could be *kesuksesan* depending on the context and the sentence construction. That is why, besides the

internal structure of the word, a translator needs to understand syntactic rules as in data (9) above.

4. Conclusion

Considering Considering the analysis in the previous section, it could be deduced that doing translation, especially the calque translation technique, translators need to understand the linguistic system of either the source language or the target language. First, syntax is important, the most important are phonology and morphology. Phonology and morphology come first in word construction which is why the calque technique needs this knowledge. Calque translation allows an English text to be translated into Indonesian by having loanwords but it needs an internal structure. The second is, calque in *Start with Why* by Sinek which is translated by Purwoko (2019) has various word formations. Third, doing translation by implementing calque is essential to use an inter-structure model as what has been explained in section 5.3 above. After reading the whole content of the source language text, the translator(s) needs to make a list of lexicons. After having a list of lexicon, translators need to examine the words in the *filter* and *internal word structure* component. The result of the examination is put directly into the dictionary component. So finally, the translator may use all of the lexicons which have been examined for their internal structure.

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