

ABSTRACT

Enhancing Word Equivalence Choice and Naturalness of Translation at Translation Transfer

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This report contains the writer's experience in an internship program at Translation Transfer, Jember, Indonesia from 7 August 2023 to 7 December 2023. The writer encountered several problems during the internship, namely difficulties in producing a good translation. This is due to (1) unnatural translation and (2) difficulties in finding word equivalence. Unnatural translation refers to how translated text sounds foreign and uncommon in the target language. The example that the writer encountered is the source text, "*It ain't what you don't know that gets you into trouble. It's what you know for sure that just ain't so.*" The writer translated it into, "*Bukan ketidaktahuan yang memberimu masalah. Melainkan apa yang kau ketahui dengan pasti tapi ternyata salah.*" This translation is not completely incorrect, but it can be improved to increase its naturalness. Related to the second problem, word equivalence refers to how two words from two different languages can carry a similar meaning. The example that the writer encountered is the term, "*growth-hacking activities*" which was translated into "*aktivitas peretasan pertumbuhan.*" The translation and the source text show discrepancies because the choice of word equivalent for the translation does not properly carry over the meaning present in the technical term of "*growth-hacking activities.*" As a solution, the writer suggests (1) maximizing translation strategies and language proficiency to increase translation naturalness, and (2) utilizing translation strategies and increasing subject matter knowledge to enhance word equivalence choice.

Key Words: Internship, translation strategies, word equivalence, naturalness