

Translation Techniques Applied for Cultural Terms in Harry the Order of the Phoenix Written by J.K. Rowling

Zainuddin Hasibuan

Institut Agama Islam Negeri Lhokseumawe, Indonesia

*E-mail: zainuddinhasib@gmail.com

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ABSTRAK

Penelitian ini menganalisis teknik penerjemahan yang diterapkan pada 10 istilah budaya terpilih dari Harry Potter dan Orde Phoenix karya J.K. Rowling, diterjemahkan ke dalam bahasa Indonesia. Penelitian ini menggunakan metode deskriptif kualitatif, memanfaatkan kerangka kerja Molina dan Albir (2002) untuk mengidentifikasi teknik penerjemahan. Analisisnya berfokus pada bagaimana teknik-teknik ini menjaga makna dan relevansi kontekstual konsep budaya bagi para pembaca. Hasil penelitian menunjukkan bahwa ada sepuluh data yang dianalisis dalam penelitian ini yang terdiri dari sepuluh teknik penerjemahan. Teknik penerjemahan literal terdiri dari 4 data (18,18%), calque 2 data (9%), transposisi 1 data (4,5%), modulasi 6 data (27,27%), amplifikasi 3 data (13,6%), peminjaman 1 data (4,5%), deskripsi 1 data (4,5%), reduksi 1 data (4,5%), adaptasi 2 data (9%), dan penambahan 1 data (4,5%). Data tersebut menunjukkan bahwa 40% data tersebut diterjemahkan menggunakan teknik kuplet yang terdiri dari 4 data, 40% dengan teknik triplet yang juga terdiri dari 4 data, dan 10% dengan teknik tunggal yang terdiri dari 2 data. Studi ini menyoroti kontribusi penggabungan teknik untuk menjaga keakuratan linguistik dan budaya. Hal ini menekankan perlunya penerjemah mempertimbangkan implikasi sosio-kultural dan kontekstual dari istilah-istilah tersebut untuk meningkatkan pemahaman dan keterbacaan bagi pembaca Indonesia. Penelitian ini menawarkan rekomendasi praktis bagi para penerjemah yang mengerjakan teks sastra, menjembatani kesenjangan linguistik dan budaya, dan memajukan pemahaman lintas budaya di bidang kajian budaya.

Kata kunci: Istilah Budaya, Penerjemahan, Teknik Penerjemahan

ABSTRACT

This research analyzes the translation techniques applied to 10 selected cultural terms from Harry Potter and the Order of the Phoenix by J.K. Rowling, translated from English into Indonesian. The research employs a descriptive qualitative method, utilizing Molina and Albir's (2002) framework to identify translation techniques. The analysis focuses on how these techniques preserve the meaning and contextual relevance of cultural concepts for readers. Research results indicate that there are ten translation techniques which has been analysed in they are literal consists of 4 data (18.18%), calque 2 data (9%), transposition 1 data (4.5%), modulation 6 data (27.27%), amplification 3 data (13.6%), borrowing 1 data (4.5%), description 1 data (4.5%), reduction 1 data (4.5%), adaptation 2 data (9%), and addition 1 data (4.5%). The data indicate that 40% of the terms were translated using couplet techniques which consists of 4 data, 40% with triplet techniques which also consists of 4 data, and 10% with single techniques which consists of 2 data. The study highlights the contribution of combining techniques to maintain linguistic and cultural accuracy. It emphasizes the need for translators to consider the socio-cultural and contextual implications of the terms to enhance comprehension and readability for Indonesian audiences. The research

offers practical recommendations for translators working on literary texts, bridging linguistic and cultural gaps, and advancing cross-cultural understanding in the field of cultural studies.

Keywords: Cultural Terms, Translation, Translation Techniques

INTRODUCTION

Language is a means of communication which are enabling individuals to share information, ideas, and emotions. Someone surely does a communication to get information by using language. English, as a global language, plays a significant role in various fields, including culture, education, and literature. However, for non-English-speaking audiences like Indonesians, language barriers often pose challenges in accessing cultural narratives and insights. They should understand the message of meaning which are derived from the process of translating source text (ST) into target text (TT) accurately. Translation, therefore, serves as an essential bridge, particularly for culturally rich content that requires both accuracy and cultural sensitivity. In another area, various studies had been made to cover the dynamics and complexities of translation, bridging the gap between two or more countries each with differing language, cultural, and social norms (Halverson, 2015; Beiler & Dewilde, 2020; Toury, 2021).

One example is the translation of *Harry Potter and the Order of the Phoenix* by J.K. Rowling, a globally renowned literary work that reflects complex cultural themes and social values. They have some cultural terms that should be translated more accurately so the message can be accepted by the readers perfectly. Its Indonesian translation is particularly important as it allows local readers to engage with cultural elements embedded in the narrative, such as family traditions, social hierarchies, and communal spaces, which may differ significantly from Indonesian customs. There are some message of meaning that has been given by the novel's emphasis on cultural identity and societal norms, accurately translating its culturally specific terms is crucial to preserving the original message while ensuring relevance for Indonesian readers. Venuti (2017) proposed the idea of domestication and foreignization; stressing the importance of social and cultural values from a given language, as the analogues and parallels of meaning varies between one language to the other. Where as Domestication focuses on the TL and its intended audience, Foreignization focuses on the SL and the author/s associated.

Translating cultural terms presents unique challenges compared to general language. There are messages that should be uniquely conveyed in detailed to enable reader's understanding. These terms often carry meanings deeply rooted in specific social and cultural

contexts create literal translations insufficient. For instance, concepts such as “Privet Drive” and “park gate” reflect Western lifestyles and traditions that may lack direct equivalents in Indonesian culture. This research aims to address these challenges by analyzing the translation techniques which are used in the Indonesian version of *Harry Potter and the Order of the Phoenix*, focusing on how the translators bridged linguistic and cultural gaps to convey the original intent. It is also to analyse cultural terms to get the real meaning from source text into target text easily. Angga wijaya and Adika’s (2023) research into translation showed how the use of paraphrasing could enhance translation clarity. By using multiple approaches in paraphrasing and with the main focus being general audience, or other wise non-specific target respondents whom had an understanding of English, as acting participants in the research.

The researcher uses Molina and Albir’s (2002) framework or theory to analyse translation techniques which are used by the translator in translating ST into TT. The aim of the research is to analyze the translation techniques which are applied in translating cultural terms from *Harry Potter and the Order of the Phoenix* by J.K. Rowling, translated from English into Indonesian. This research examines the techniques applied, such as adaptation, modulation, amplification, and literal translation, etc. to maintain the contextual relevance of cultural terms. By analyzing these techniques, the research seeks to highlight the importance of cultural sensitivity and strategic decision-making in translating literary texts, contributing to both academic discussions and practical applications in the field of translation studies.

RESEARCH METHODS

Research method which are used in this research is qualitative research. According to Yilmaz (2013) qualitative research is “an emergent, inductive, interpretive, and naturalistic approach to the study of people, cases, phenomenon, social situation and processes in their natural settings in order to reveal in descriptive terms the meanings that people attach to their experiences of the world.” This research adopts a descriptive qualitative approach to examine the translation techniques used in translating cultural terms from *Harry Potter and the Order of the Phoenix* by J.K. Rowling into Indonesian. This method was selected as it enables an in-depth exploration of translation strategies and provides a detailed analysis within linguistic and cultural contexts. The data comprises 10 carefully chosen terms from the text, reflecting various aspects of cultural discourse. Each term is systematically coded to

streamline the analysis, including identifiers for the source text (ST), target text (TT), and contextual usage. Molina and Albir’s (2002) theoretical framework which is employed to identify and classify the translation techniques applied. They are amplification, borrowing, calque, compensation, description, discursive creation, a common equivalent, generalization, linguistic amplification, linguistic compression, literal translation, modulation, particularization, reduction, substitution, variation, transportation, additions, and removal (deletion). This research uses data collection technique proposed by Miles, Huberman & Saldana (2014) in the form of words, phrases, clauses and sentences based on the scope of research. It’s clearly Miles, Huberman & Saldana (2014:30) stated that: *The words we collect and analyze are based on observations, interviews, documents, and artifacts.*

RESEARCH RESULTS AND DISCUSSIONS

The findings from 10 selected data points reveal the application of 4 couplet translation techniques (40%), 4 triplet translation techniques (40%), and 2 single translation techniques (20%). The analysis is based on excerpts from Harry Potter and the Order of the Phoenix by J.K. Rowling, which explores cultural norms, traditions, and social dynamics within its narrative.

The translation of cultural terms in this text highlight’s significant themes, such as family values, social hierarchies, and communal practices, which are central to understanding cultural identity and societal interactions. Each sentence analysed captures a critical aspect of cultural systems or social constructs, emphasizing the complexities involved in translating such culturally and contextually rich expressions into Indonesian. Below is a table presenting the results of the analysis of cultural terms in the selected text.

Table 1. The results of the analysis of cultural terms in the selected text.

No	SOURCE TEXT (ST)	TARGET TEXT (TT)	TECHNIQUES	
			OF TRANSLATION	CULTURE TERMS
1	The hottest day of the summer so far was drawing to a close and a drowsy silence lay over the large, square houses of Privet Drive.	Hari terpanas sejauh ini pada musim panas telah mulai berakhir dan keheningan yang membuat mengantuk melanda rumah - rumah	Couplet (Transposition + Calque)	“Privat Drive”, “Square houses”

			besar berbentuk bujur sangkar di Privet Drive.		
2	Harry Potter's appearance did not endear him to the neighbors, who were the sort of people who thought scruffiness ought to be punishable by law, but as he had hidden himself behind a large hydrangea bush this evening he was quite invisible to passersby..	Penampilan Harry Potter tidak membuatnya disenangi para tetangga, yang merupakan jenis orang - orang yang menganggap ketidakrapian seharusnya dapat dihukum dengan undang-undang, tetapi karenadiatelah menyembunyikan dirinya di belakang sebuah semak hydrangea besar malam ini, diacukupkasatmatabagi orang-orang yang lewat.	Couplet (Literal + Modulation)	+ “Neighbors”, “Scruffiness”	
3	As if a normal boy cares what's on the news — Dudley hasn't got a clue what's going on, doubt he knows who the Prime Minister is!	Seperti anak normal peduli saja apa yang ada di warta berita -- Dudley sama sekali tidak tahu apa yang sedang terjadi; aku ragu dia tahu siapa yang menjadi Perdana Menteri!	Couplet (Modulation + Amplification)	+ “Prime Minister”, “Normal boy”	
4	Harry listened to a jingle about Fruit 'N Bran breakfast cereal while he watched Mrs. Figg, a batty, cat-loving old lady from nearby	Harry mendengarkan jingle mengenai sereal sarapan pagi Fruit 'n' Bran sementara dia memperhatikan Mrs Figg, seorang wanita tua pecinta kucing yang agak	Triplet (Borrowing + Description + Reduction)	+ “Fruit 'N Bran”, “Mrs. Figg”	

	Wisteria Walk, amble slowly past	sinting dari Wisteria Walk yang letaknya tidak jauh, lewat pelan-pelan		
5	Record numbers of stranded holidaymakers fill airports as the Spanish baggage-handlers' strike reaches its second week.	Orang - orang yang sedang berlibur yang mengalami penundaan memenuhi lapangan - lapangan terbang dalam jumlah yang memecahkan rekor, sementara pemogokan para pengurus bagasi Spanyol mencapai minggu kedua '	Triplet (Adaptation+Addition + Modulation)	"Holidaymakers", "Spanish baggage-handlers' strike)
6	His aunt and uncle exchanged looks of outrage.	Bibi dan pamannya saling memandang dengan pandangan marah.	Single (Literal)	"Aunt and uncle", "Outrage"
7	Harry vaulted over the locked park gate and set off across the parched grass.	Harry melompati gerbang taman yang terkunci dan menyeberangi rumput kering.	Single (Calque)	"Park gate", "Parched grass"
8	When he reached the swings he sank onto the only one that Dudley and his friends had not yet managed to break, coiled one arm around the chain, and stared moodily at the ground.	Ketika dia sampai di ayunan dia menjatuhkan diri kesatu-satunya yang belum dirusak Dudley dan teman-temannya, melingkarkan satu lengan pada rantainya, dan menatap tanah dengan murung.	Couplet (Literal + Modulation)	"Swings", "Chain"
9	"The noble sport," as Uncle Vernon called it, had made Dudley even	'Olah raga mulia' seperti yang disebut Paman Vernon, telah	Triplet (Adaptation + Modulation +	"The noble sport", "Punching bag"

	more formidable than he had seemed to Harry in the primary school days when he had served as Dudley's first punching bag.	menjadikan bahkan lebih berbahaya daripada yang dirasakan Harry di masa-masa sekolah dasar mereka ketika dia menjadi karung tinju Dudley yang pertama.	Dudley Amplification)
10	Aunt Petunia and Uncle Vernon seemed to feel that whenever Dudley turned up was the right time to be home, and anytime after that was much too late.	Bibi Petunia dan Paman Vernon seperti merasa bahwa kapanpun Dudley muncul adalah waktu yang tepat untuk tiba di rumah, dan kapanpun setelahnya sudah sangat terlambat	Triplet (Literal + "Aunt Petunia", Modulation + Amplification)

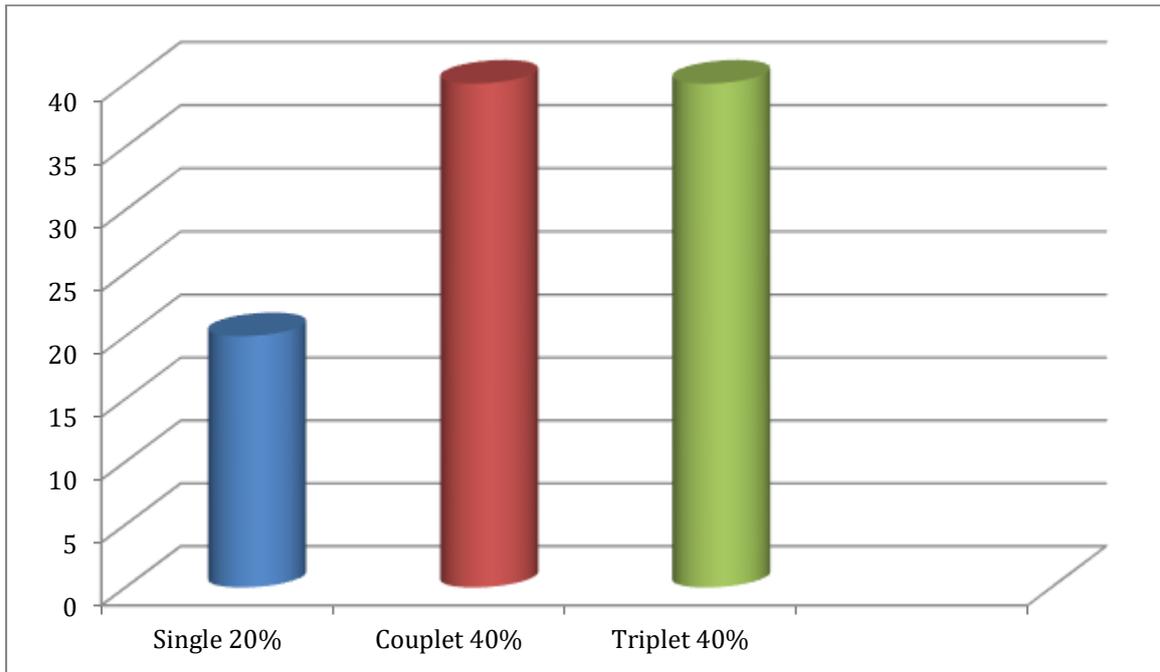
There are three kinds of translation technique which are used by the translator in translating source text (ST) into target text (TT). They are single, couplet, and triplet translation techniques. Below is a table of the percentage of translation techniques which are used based on the data that has been analyzed:

Table 2. Percentage of translation techniques based on the data analyzed.

Translating Techniques	Number	Percentage (%)
Single Technique	2	20 %
Couplet Technique	4	40%
Triplet Technique	4	40%
Total	10	100 %

The following as Chart of percentage translation techniques

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1. Single Translation Technique

Single translation technique refers to a translation technique where a single technique is applied to translate specific terms or words, phrases, sentences, or clauses. It involves using one approach to convey the meaning of the source language into the target language. In this research, it is identified 2 single translation techniques which can be used by the translator. They are literal and calque translation techniques.

Table 3. Single Translation Technique

Technique	Variant of single technique	Chapter/page	Number
Single	Literal	C1/P6	1
	Calque	C1/P9	1
Total			2

Data 1. Literal Translation Technique

006/C1/SL/P6	His aunt and uncle exchanged looks of outrage.
006/C1/TL/P4	Bibi dan pamannya saling memandang dengan pandangan marah.

This translation uses Literal Translation as the structure and meaning of the sentence are translated by word for word literally. The phrase "exchanged looks of outrage" in source text

(ST) is directly translated as "saling memandang dengan pandangan marah" in target text (TT), capturing the tone and intent without requiring significant cultural adjustments. However, the word 'exchange' can actually be translated into 'bertukar pandang' literally but target text 'saling memandang' is more suitable based on an accuracy of meaning which is necessary to convey the statements' aim. Cultural terms consists of words 'aunt and uncle' These words highlights conservative family culture and the traditional role of parents in maintaining discipline which can be showed from the word 'outrage'. They prove a good relationship between the old man or woman with their children in a discipline family directly.

Data 2. Calque Translation Technique

007/C1/SL/P9	Harry vaulted over the locked park gate and set off across the parched grass.
007/C1/TL/P6	Harry melompati gerbang taman yang terkunci dan menyeberangi rumput kering.

The data above is translated by using Calque translation technique as the source phrases 'the locked park gate' are translated into 'gerbang taman yang terkunci' literally. This translation employs literally since it follows the source text closely without altering sentence structure or meaning. Phrases such as "vaulted over" and "set off" are directly rendered as "melompati" and "menyeberangi," preserving the clarity and flow of the original description. However, the word 'set off' actually can be translated into 'berjalan melintasi'. This target text is actually more acceptable than 'menyeberangi' into target text which as if it can be related to the sea or river naturally. Cultural terms in this sentence are the words 'park gate' and 'parched grass'. They describes the custom of using public parks and see something naturally as a part of community culture in England. These cultural terms remind us how so simple of England people in their style but elegant in views.

2. Couplet translation technique

This technique involves combining two different translation techniques to translate a data from the source language into the target language. In this research, it is identified 4 couplet translation techniques used by translator, which are 1) Transposition + Calque, 2) Literal translation + Modulation, 3) Modulation + Amplification, 4) Literal translation + Modulation.

Table 4. Couplet Translation Technique

Technique	Variant of single technique	Chapter/page	Number
Couplet	Transposition + Calque	C1/P1	1
	Literal translation + Modulation	C1/P1,9	2
	Modulation + Amplification	C1/P2	1
Total			4

Data 3. Transposition + Calque

001/C1/SL/P1	The hottest day of the summer so far was drawing to a close and a drowsy silence lay over the large, square houses of Privet Drive.
001/C1/TL/P1	Hari terpanas sejauh ini pada musim panas telah mulai berakhir dan keheningan yang membuat mengantuk melanda rumah-rumah besar berbentuk bujur sangkar di Privet Drive.

Couplet translation technique is used by the translator in translating ST into TT. They are transposition and Calque. Transposition translation technique is used by the translator when translating words ‘so far’ into ‘sejauh ini’ which have a different position of words in ST and TT in translation process without affecting of meaning of the sentences. However, the phrases "a drowsy silence" and “the large, square houses” is expanded with calque because these phrases can be translated into "keheningan yang membuat mengantuk" and “rumah-rumah besar berbentuk bujur sangkar” literally. This amplification helps Indonesian readers better visualize the atmosphere described. The combination of these techniques preserves the descriptive tone and style of the original text while making it more accessible to the target audience. Cultural terms in this sentence consists of ‘square houses’ and ‘Privet Drive’ are depicting the culture of British society who live in suburban areas with uniform houses in a quiet environment.

Data 4. Literal Translation + Modulation

002/C1/SL/P1	Harry Potter’s appearance did not endear him to the neighbors, who were the sort of people who thought scruffiness ought to be
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	<p>pun- is hable by law, but as he had hidden himself behind a large hydrangea bush this evening he was quite invisible to passers by.</p>
002/C1/TL/P1	<p>Penampilan Harry Potter tidak membuatnya disenangi para tetangga, yang merupakan jenis orang-orang yang menganggap ketidak ropian seharusnya dapat dihukum dengan undang-undang, tetapi karena dia telah menyembunyikan dirinya di belakang sebuah semak hydrangea besar malam ini, dia cukup kasat mata bagi orang-orang yang lewat.</p>

This translation applies Literal Translation and Modulation techniques. The first part of the sentence, "Harry Potter's appearance did not endear him to the neighbors," is translated literally as "Penampilan Harry Potter tidak membuatnya disenangi para tetangga". Literal Translation is used for most parts of the sentences which are maintaining their sentences' structure and meaning. However, The word 'appearance' is actually can be translated into 'kemunculan' and the word 'scruffiness' becomes 'kecerobohan' to make more accurately meaning of the sentences. Modulation is used in the translation of "he was quite invisible" into "dia cukup kasat mata" Instead of directly translating "invisible" as "tak terlihat," the translator opted for "kasat mata," which slightly shifts the perspective to imply he could be seen under specific circumstances, adding subtlety to the context. This combination of techniques ensures the translation remains natural and culturally appropriate without losing the original intent of the source text. Cultural Terms in this sentence are the words "Neighbors" and "Scruffiness" which are talking about a social norm in British society that values a person's appearance as a sign of status and good manners.

Data 5. Modulation + Amplification

003/C1/SL/P2	<p>As if a normal boy cares what's on the news Dudley hasn't got a clue what's going on, doubt he knows who the Prime Minister is!</p>
003/C1/TL/P1	<p>Seperti anak normal peduli saja apa yang ada di warta berita -- Dudley sama sekali tidak tahu apa yang sedang terjadi; aku ragu dia tahu siapa yang menjadi Perdana Menteri!</p>

This translation applies Modulation and Amplification techniques. The phrase "As if a normal boy cares what's on the news" is modulated to "Seperti anak normal peduli saja apa

yang ada di warta berita" shifting perspective to emphasize disbelief using the word "peduli saja" rather than a literal translation like "memperhatikan" The phrases 'As if a normal boy' can also be modulated perfectly become 'seolah – olah anak laki – laki normal'. The translator changes the point of view, focus or cognitive category in relation to the source text. Amplification is used by adding the word "warta berita" instead of simply "berita" to make the context clearer and more formal for Indonesian readers. The word 'Aku' is also added in source text to make the sentence can be understood by the reader easily. The combination of these techniques helps maintain the sarcastic tone of the source text while adapting it to suit the Indonesian language and cultural context. Cultural terms in this sentence are the word 'normal boy' and 'prime minister' to demonstrate cultural views on politics and civic engagement.

Data 6. Literal Translation + Modulation

008/C1/SL/P9	When he reached the swings he sank onto the only one that Dudley and his friends had not yet managed to break, coiled one arm around the chain, and stared moodily at the ground.
008/C1/TL/P6	Ketika dia sampai di ayunan dia menjatuhkan diri kesatu-satunya yang belum dirusak Dudley dan teman-temannya, melingkarkan satu lengan pada rantainya, dan menatap tanah dengan murung.

This translation applies literal translation and Modulation techniques. Literal translation is used for most parts of the sentence, but modulation is applied in the phrase "sank onto" translated as "menjatuhkan diri," providing a more dynamic and natural description, which can be actually translated into 'tenggelam' literally. These techniques preserve the tone and imagery of the original text while ensuring readability. Cultural terms in this sentence consists of the words 'swings' and 'chain' are depicted the culture of children playing in parks and the social dynamics of teenagers that are common in urban life.

3. Triplet translation technique

Triplet translation techniques consists of three translation techniques which are combined to translate specific terms or words, phrases, sentences or clauses. In this reserach, it is identified 4 triplet translation techniques used by the translator in translating ST into TT, they are 1) borrowing + description + reduction, 2) adaptation + additions + modulation, 3) adaptation + modulation + amplification, 4) literal translation + modulation + amplification.

Table 5. Triplet Translation Technique

Technique	Variant of single technique	Chapter/page	Number
Triplet	Borrowing + Description + Reduction	C1/P2	1
	Adaptation + Addition + Modulation	C1/P3	1
	Adaptation + Modulation + Amplification	C1/P11	1
	Literal translation + Modulation + Amplification	C1/P12	1
Total			4

Data 7. Borrowing + Description + Reduction

004/C1/SL/P2	Harry listened to a jingle about Fruit 'NBran breakfast cereal while he watched Mrs. Figg, a batty, cat-loving old lady from nearby Wisteria Walk, amble slowly past.
004/C1/TL/P2	Harry mendengarkan jingle mengenai sereal sarapan pagi Fruit 'NBran sementara dia memperhatikan Mrs Figg, seorang wanita tua pecinta kucing yang agak sinting dari Wisteria Walk yang letaknya tidak jauh, lewat pelan-pelan.

The data above are triplet translation techniques which use borrowing + amplification + description translation techniques. Borrowing is evident in the word "jingle", which is taken directly from the source text without translation to preserve its cultural connotation. Description is used to elaborate on "batty" as "agak sinting" to capture the informal and slightly humorous tone. The word 'past' in the source text is reduced in the target text which can be called as reduction translation technique. In other words, explicit information in the source language text is implicit in the target language text. These techniques together ensure the translation retains the descriptive richness of the original text while making it accessible to Indonesian readers. Cultural terms in this sentence consists of 'Fruit 'NBran' and 'Mrs Figg' refers to the stereotype of an eccentric old woman who loves cats, reflecting an image in British culture.

Data 8. Adaptation + Additions + Modulation

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005/C1/SL/P3	Record numbers of stranded holidaymakers fill airports as the Spanish baggage-handlers' strike reaches its second week.
005/C1/TL/P2	Orang - orang yang sedang berlibur yang mengalami penundaan memenuhi lapangan - lapangan terbang dalam jumlah yang memecahkan rekor, sementara pemogokan para pengurus bagasi Spanyol mencapai minggu kedua.

This translation applies Adaptation + Additions + Modulation translation techniques. Adaptation is used by translating "holidaymakers" as "orang-orang yang sedang berlibur" instead of a literal term like "pembuat liburan" to suit Indonesian language norms. Additions is seen in the additional explanation of "mengalami penundaan" to clarify the situation faced by travelers, and Modulation is evident in the phrase "fill airports," which is translated as "memenuhi lapangan-lapangan terbang," providing a more descriptive image. This combination effectively conveys the urgency and scale of the situation described in the source text. This sentence has cultural terms of 'holidaymaker' and phrases 'the Spanish baggage-handlers' strike' which illustrate European holiday culture and how labor strikes affect travel activity.

Data 9. Adaptation + Modulation + Amplification

009/C1/SL/P11	"The noble sport," as Uncle Vernon called it, had made Dudley even more formidable than he had seemed to Harry in the primary school days when he had served as Dudley's first punching bag.
009/C1/TL/P6	"Olah raga mulia" seperti yang disebut Paman Vernon, telah menjadikan Dudley bahkan lebih berbahaya daripada yang dirasakan Harry di masa-masa sekolah dasar mereka ketika dia menjadi karung tinju Dudley yang pertama.

This translation employs Adaptation + Modulation + Amplification translation techniques. Adaptation is used for "The noble sport" as "Olah raga mulia" to fit Indonesian cultural expressions. Modulation is applied in the phrase "formidable" translated as "berbahaya," shifting focus to imply physical intimidation which can be translated into 'lebih tangguh' literally. Amplification is added with "karung tinju" to clearly convey the metaphor of being a punching bag, ensuring the humor and tone of the source text are preserved. This

sentence Refers to sports culture in England, where boxing is often seen as a symbol of strength and pride.

Data 10. Literal Translation + Modulation + Amplification

010/C1/SL/P12	Aunt Petunia and Uncle Vernon seemed to feel that whenever Dudley turned up was the right time to be home, and anytime after that was much too late.
010/C1/TL/P7	Bibi Petunia dan Paman Vernon sepertinya merasa bahwa kapanpun Dudley muncul adalah waktu yang tepat untuk tiba di rumah, dan kapanpun setelahnya sudah sangat terlambat.

The data above apply triplet translation techniques which consists of literal, modulation, and amplification translation techniques. Literal translation is used for most parts of the sentences, but modulation occurs in "was much too late" rendered as "sudah sangat terlambat," shifting emphasis to intensify the tone. Amplification is added with "untuk tiba di rumah" in the target text to clarify the implied meaning of being home at the right time, making it more explicit for the target audience. This sentence has cultural terms 'Aunt Petunia' illustrates a family culture that prioritizes punctuality and control over children.

There are ten variant translation techniques which are used by the translator in translating source text (ST) into target text (TT) from the whole data which has been analysed. They are Literal, Calque, Transposition, Modulation, Amplification, borrowing, description, reduction, adaptation, and additions. The most dominant data of translation techniques which are used by the translator in translating the data are couplet and triplet translation techniques. Both of them whether couplet translation techniques consists of 4 data (40%) and triplet translation techniques also consists of 4 data (40%). Cultural terms such as "Privet Drive," "Neighbors," and "Park gate" illustrate the challenges and strategies involved in conveying culturally and contextually specific content. Finally, to translate source text into target text in cultural terms should use the two of them to make more easily for the reader be understood the message of the data one and another.

CONCLUSION

This research examines the translation techniques applied to cultural terms in "Harry Potter and the Order of the Phoenix by J.K. Rowling" into Indonesian. There are ten data

which has been analysed in this research which consists of ten translation techniques. They are literal consists of 4 data (18.18%), calque 2 data (9%), transposition 1 data (4,5%), modulation 6 data (27,27), amplification 3 data (13,6%), borrowing 1 data (4,5%), description 1 data (4,5%), reduction 1 data (4,5%), adaptation 2 data (9%), and addition 1 data (4,5%). The analysis indicate that 40% of terms were translated by using couplet techniques which consists of 4 data, 40% with triplet techniques which also consists of 4 data, and 20% with single techniques which consists of 2 data. These findings highlight the significance of combining multiple techniques to effectively convey intricate cultural meanings.

This research demonstrates that utilizing diverse translation strategies helps bridge linguistic and cultural divides. This method not only preserves meaning and accuracy but also improves readability and comprehension for target audience. Furthermore, the research emphasizes the necessity of cultural awareness and careful decision making in translating literary works.

As a practical contribution, this research offers recommendations for translators to pay closer attention to socio-cultural implications during the translation process. It also enriches academic discussions in the field of translation studies and promotes cross-cultural understanding through literary texts.

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