

## **BORROWING TECHNIQUE AS REFLECTED IN THE RAINBOW ROWELL'S NOVEL "FANGIRL"**

**John Pahamzah<sup>1</sup>**  
**Syafrizal Syafrizal<sup>1</sup>**  
**Nurhaedah Gailea<sup>1</sup>**  
**Fristzy claudia permatasari<sup>2</sup>**

**Associate Professor at Universitas Sultan Ageng Tirtayasa1**

**Teacher at Elementary School 2**

---

**ABSTRACT:** *This research aims at describing the types of borrowing technique in the novel "Fangirl" by Rainbow Rowell, describing the dominant type of borrowing technique, describing the dominant word of borrowing technique, found the literature meaning in the borrowing word and found the implementation of borrowing technique in teaching translation. This research applied the qualitative research method by using content analysis research design. The data of this research were collected manually from the Novel "Fangirl" by Rainbow Rowell. The data found in the novel are pure borrowing and naturalized borrowing, the researcher then serve into tables. The researcher became the main instrument of this research. The procedures in analyzing the data were collecting, classifying, analyzing, discussing, and reporting the data. The result of this research shows that there are two borrowing technique namely naturalized borrowing and pure borrowing are the types the researcher found in the novel and the researcher explained each word as a borrowing technique in the novel using literature meaning. Also, from the result it shows that the dominant type is represented by the naturalized borrowing. This is indicated in quantitative terms by 51,2% for the naturalized borrowing in contrast to 48,8% for the pure borrowing. The word "dad" from pure borrowing is the dominant word that has been found in the novel "Fangirl". The borrowing technique is the easily technique that can help the teacher to teach translation to the student.*

**KEYWORDS:** borrowing, naturalized, pure, source language, target language

---

### **INTRODUCTION**

Language is a set of grammatical rules which has meanings and purposes. It is a meaning of communication by whom people gives and receives informations from one society to another society. According to Nordquist (2019) language—more specifically human language—refers to the grammar and other rules and norms that allow humans to make utterances and sounds in a way that others can understand. In transferring any kinds of information, it is very important to keep the original message as it is the essential core of the message.

A language system has its own specific arrangements such as specific grammatical rules, scope of words, sentence patterns and structures, and cultural concepts. These linguistic features make

language as a unique system. In the other hand, it can be quite a problem for translators to keep the original message as both source and target language have different systems to express the message. Therefore, a translator must have some basic skills or competences to be a good translator. According to Pym (2014: 32), Translators are theorizing all the time. Once they have identified a translation problem, they usually have to decide between several possible solutions. The main problem in translation is the difficulty of finding equivalents. A 'correct' translation is very depends on outside factors of the text. The translators had a heavy responsibility because they must be able to understand the world of the source text and the world of the target text readers. Because it is heavy, difficult and complicated, many translators experience problems in translation, rather than in translating novels (Toer, 2003: 89). There are many difficulties in translating the novel, but this research only focus on finding the borrowing technique which has been used by the translator in translating the novel especially in the novel "Fangirl" by Rainbow Rowell and will explain the literature meaning in each word that found as a Borrowing word.

There are some reasons why a translator borrows some words. The strongest reason for borrowing word is that sometimes people gets a difficulty in understanding the messages in the translated form. Besides that, sometimes people will easily receive the Information if it is written in the original form than in translated form. Moreover, sometimes the borrowing word does not has the translated form or can not be translated. The words can not be translated always remain the same e.g. *Pound Hall, Pear's, burger, etc.*

There are numerous studies on borrowing techniques in translation (Wuryanto, 2015; Permatasari, 2009; Suryasa, 2013; Tischenko, Tokalty, and Luk'yanov, 2003; and Ulfah, 2019). Those studies investigate borrowing technique in several media, such as User Guide Book, Book, Magazine and Documents. Therefore, the researcher used different media from previous researchers and use novel. The novel is a literary work that has a lot of literary meaning in every word. In this study, the researcher not only looked for borrowing words contain in the novel, but also interpreted the words in the literature meaning.

Based on the problems above, this study aims to examine the use of Borrowing Technique in the "Fangirl". It is a novel written by Rainbow Rowell. The researcher chose the novel because "fangirl" is one of the bestseller novel and no other researcher has ever used the novel for research. After reading in the novel, the researcher found so many borrowing words that used by the translator in the novel "Fangirl" By Rainbow Rowell, for example the translator did not change the word "Dad" in (SL) into "Ayah" or "Bapak" in target language (TL) and that word can be found almost in every page. Therefore the researcher is interested in examining the Borrowing technique used by the translator. The researcher has examined the borrowing technique in the novel "Fangirl" By Rainbow Rowell and explained the word by literature meaning.

According to Grasilli (2015) Borrowing is a common translation technique. It basically means that the translator makes a conscious choice to use the same word in the target text as it is found in the source text. This is usually the case when there is no equivalent term in the target language. This technique also allows the translator to put a text clearly within a particular cultural context through the register of the vocabulary it uses. Certain terms allow people belonging to communities of

similar interests to transcend linguistic boundaries. Despite using different linguistic systems, they share the same reality and the same code to decipher it. Depending on where this code was created, some words will have a lot more prestige than others in a certain context.

Haugen in Sari (2009: 27) argued that there are some possibilities that may occur in this strategy: (1) borrowing with no change in form and meaning (pure loanwords). For examples: email became email, internet became internet, (2) borrowing with changes in form but without changes the meaning (mixed loanword). For examples: account became akun, compensation kompensasi, and (3) borrowing when part of the terms is native and another is borrowed, but the meaning is fully borrowed (loan blends).

In terms of types, there are two types of loan words i.e. pure words and naturalized words. According to Molina & Albir (2002:510), borrowing is to take a word or expression straight from another language. It can be pure (without any change), e.g., to use the English word lobby in a Spanish text, or it can be naturalized (to fit the spelling rules in the TL), e.g., gol, fútbol, in Spanish. The pure ones are similar to the original words in source language without any addition or omission. Meanwhile naturalized words are those that have been adjusted to the grammatical system of the target language either in terms of sounds (pronunciation) and written form. (1) **Pure borrowing**, Pure borrowing is taking the full absorption of the word from source language without any modification of the spelling and/or pronunciation. (2) **Naturalized borrowing**, Naturalized borrowing is transferring the source language by adapting from a source language (SL) word to the phonetic and morphological norm of the target language (TL).

## METHODOLOGY

This research applied the qualitative research method by using content analysis research design. There were several types of qualitative research. One of them was content analysis which used document (empirical materials) as the source of data. According to Babbie (2014) Qualitative research was a scientific method of observation to gather non-numerical data. This type of research "refers to the meanings, concepts, definitions, characteristics, metaphors, symbols, and description of things" and not to their "counts or measures".

This research answered why and how a certain phenomenon may occurred rather than how often. According to Morning (2008), some data analysis techniques have relied on using computers to scan and reduce large sets of qualitative data. At their most basic level, numerical coding relied on counting words, phrases, or coincidences of tokens within the data; other similar techniques were the analyses of phrases and exchanges in conversational analyses. Often referred to as a content analysis, a basic structural building block to conceptual analysis, the technique utilized mixed methodology to unpacked both small and large corpuses. Content analysis was frequently used in sociology to explored relationships, such as the changed in perceptions of race over time (Morning, 2008), or the lifestyles of temporal contractors (Evans, et al. 2004). Content analysis techniques thus helped to provided broader output for a larger, more accurate conceptual analysis.

This method focused on the content of document and then the researcher determines the specific criteria on which the data were classified. The last thing to do was to score and analyze the data based on certain scale. The purpose of this method was to get the detail comprehension and analysis of the case particularly about borrowing technique as one of translation strategies.

The researcher has used several steps related to content analysis to collect the data. The first step was to read the books repeatedly in order to get all the information. The next step was collecting the data by taking notes. The notes which the researcher took were arranged as the documentation for further analysis. The third step was checked the data to find out if there were borrowing words in the novel. The last step is categorized the data. The data has categorized into two groups, the first group is pure borrowing and the second is naturalized borrowing.

The primary instrument in this research was the researcher herself. In this study, the researcher took a role as a designer, data collector, analyst, data interpreter and result reporter of the research. According to Given (2008) Qualitative research approaches were employed across many academic disciplines, particularly focused on the human elements of the social and natural sciences.

The researcher as the main instrument was to obtain qualitative data about the methods of translation and equivalences of meaning by read and analyzed the novel "Fangirl" by Rainbow Rowell and also from the other sources that could provide some useful information for this research. However, in conducting this study, the researcher was supported by some equipment such as the literature source and internet.

The data analysis has placed along with the data collections. These were the following steps designed to perform the research: (1) Read the book repeatedly; (2) Identified and listed the words or expressions which belonged to pure borrowing and naturalized borrowing; (3) Classified the words or expressions into pure borrowing and naturalized borrowing; (4) Drew some conclusions based on the result of analysis.

The data will be analyzed by using the theory proposed by Molina and Albir (2002). The technique is different from method. The method of translation affects the entire text of the translation results, while the technique is a practical way to analyze and classify how equivalent search process is carried out (Molina and Albir, 2002: 509).

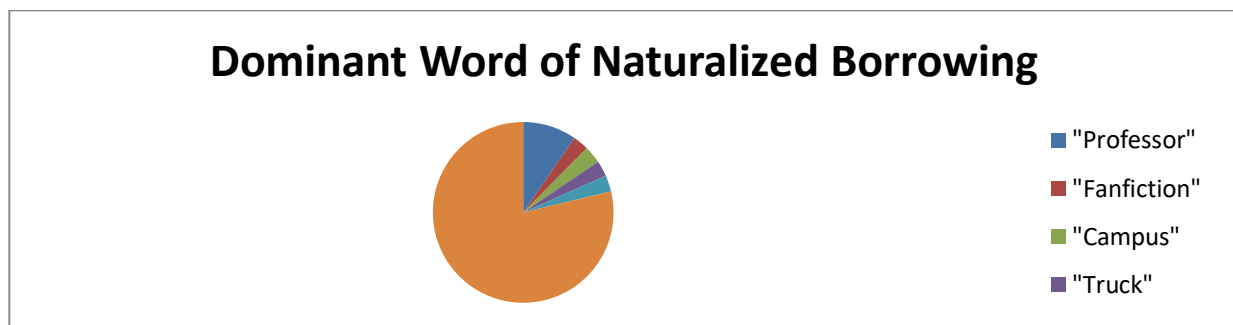
## **FINDING AND DISCUSSION**

The researcher has read the novel and already found above there are 2378 borrowing words found in the novel "Fangirl" by Rainbow Rowell and naturalized borrowing is more dominant than pure borrowing in the novels. The dominance of naturalized borrowing showed by 1217 or 51.2% of the data from 2378 data found. It shows that Indonesian translator is good enough in translating novels into Indonesian language. For pure borrowing data there are 1161 words or 48.8% of 2378 data found, it also indicates that the translator retains the word in English to make it easier for readers to better understand the meaning of the word.

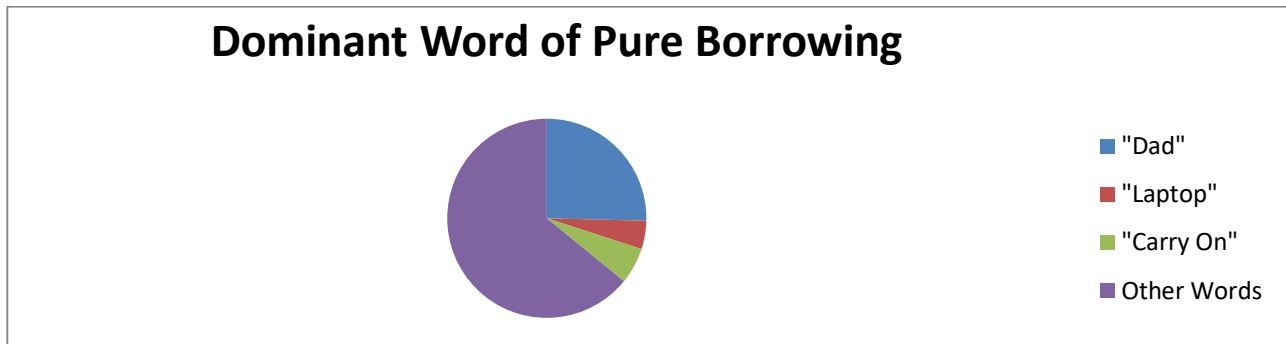
**Table 1.** The Result of Borrowing Technique

No	Types of Borrowing	Total	Percentage
1	Naturalized	1217	51.2 %
2	Pure	1161	48.8 %
	<b>Total</b>	<b>2378</b>	<b>100 %</b>

Based on the results of the table above, it is known that naturalized borrowing is the most dominant technique in the novel even though the difference of the two techniques is only 56 words. There are 1217 words in naturalized borrowing, but those words are a combination of several loan words, each of which has no more than 100 words per word. While for pure borrowing the total is 1161 loan words, where one of the words in the pure borrowing category is the most dominant word in the novel. For the result of the dominant word of borrowing technique in Naturalized borrowing in the novel "Fangirl" by Rainbow Rowell is the word "professor" who became "Profesor" in the target language. There are 121 words or 9.9% the word "professor" has been found from the total number of naturalized borrowing of 1217 in the novel "Fangirl" by Rainbow Rowell. Other results from the naturalized borrowing are the word "Fancfiction" who became "Fanfiksi" in the target language shown by 36 words or 2.9%, the word "Campus" who became "kampus" in the target language shown by 39 words or 3.2%, the words "Truck" who became "Truk" shown by 35 words or 2.9%, and the last is the words "Coffee" who became "kopi" shown by 37 words or 3% has been found from the total number of naturalized borrowing of 1217 in the novel "Fangirl" by Rainbow Rowell.

**Diagram 2:** The Dominant Word of Naturalize Borrowing

For the result of the dominant word of borrowing technique in the novel "Fangirl" by Rainbow Rowell is the word "Dad" from pure borrowing, because the word is not change by the translator. There are 296 words or 25.4 of word "Dad" has been found. Other result from pure borrowing for dominant words are the word "Laptop" showed by 54 words or 4.6%, and the word "Carry On" showed by 68 words or 5.9% has been found from the total number of pure borrowing of 1161 in the novel "Fangirl" by Rainbow Rowell.



**Diagram 2:** The Dominant Word of Pure Borrowing

With regard to the principal approaches to a translation text, the most renowned translation theorists (Delisle, Newmark, Nida, Nord, Kussmaul) are in agreement on the following aspects: Firstly, there is comprehension and interpretation of texts which implies the management of the approach principles to various types of texts, considering the textual, referential, cohesion and naturalness levels. This competence includes reading comprehension and message interpretation (encoding and decoding).

Secondly, re-wording is also important. It means the application of the various strategies for the restitution process of the message (re-coding) by choosing the appropriate methods, techniques and procedures. In this section focused on using the borrowing technique. Among the most frequently used procedures for the restoration of ideas contained in a translation unit, a translator may resort to transfer, cultural or functional equivalent, synonymy, transposition, modulation, compensation, reduction and expansion or amplification (See Newmark, P., 1995: *A Textbook of Translation*). These skills constitute the essence of translating competence and should most strongly emphasized in the training prospective translators. For this purpose, it is also indispensable to make effective use of different types of documentation: Parallel texts, monolingual and bilingual dictionaries, encyclopedia, term data base, informants, other sources. And thirdly, translation theorists give great importance to the assessment of the result, i.e. evidencing the capacity to confront the translated text with the original text, being able to assess earnings and losses and showing self-correction capacity. It is the accurate revision of the output that will definitely result in a final translation of higher quality.

In this part, the researcher discussed a lot in the discussion section. For each word or sentence from the borrowing technique found, the researcher described it using literature meaning. The researcher use “Fangirl” novel by Rainbow Rowell as instruments in taking data. Novel is one of the literary works. To facilitate the reader in the future to better understand the use of borrowing techniques by translators in translating novels, the researcher used literature meaning to describe Borrowing Technique.

## CONCLUSION

The objectives of this research are to find the types of borrowing strategy in the English – Indonesian Language of the novel “Fangirl” by rainbow Rowell, and to find which one is the dominant type of borrowing strategy applied in novel “Fangirl” by rainbow Rowell. Based on the finding and discussion, the conclusion can be drawn as follows:

After analyzing and reviewing the novel “Fangirl” by Rainbow Rowell, the researcher found that in the “Fangirl” translation novels there were many borrowing words found. In the novel "Fangirl", there are two borrowing techniques, namely pure borrowing and naturalized borrowing. In relation to the second formulated problem of this research, it is shown that the dominant type of borrowing strategy applied in the book is naturalized borrowing. There is Naturalized borrowing which is more dominant than pure borrowing with 1217 or 51,2% data found in the novel. The translator more often to use naturalized borrowing to avoid the misunderstanding from the readers which more understand if the word from source language is translated or just taken natural.

The result of the objective problem which is the dominant word of borrowing word in the novel “Fangirl” by Rainbow Rowell is the word “Dad” from pure borrowing. There is 296 or 25,4% has been found from the total number of pure borrowing of 1161 in the novel “Fangirl” by Rainbow Rowell. Almost in every word ‘Dad’, the translator did not translate the word into ‘Ayah’ or ‘Papa’ in translated novel of “Fangirl”.

Thus, the conclusion of this research finds out that the borrowing technique can used by the teacher to teach translation in the class, because borrowing technique is the simple technique that can help student to translate the text especially in translating the novel. The researcher explained all the sentences and every words of borrowing technique that found in this research by literature meaning because the researcher used the novel as a media to do the research.

## REFERENCES

- Aranda, Lucia. (2007). *Handbook of Spanish-English Translation*. Lanham, MD: University Press of America
- Babbie, Earl (2014). *The Basics of Social Research (6th ed.)*. Belmont, California: Wadsworth Cengage. pp. 303–04. ISBN 9781133594147. OCLC 824081715.
- Bassnett, S. (2013). *Translation studies*. Routledge.
- Baer, Brian James (2015). *Translation and the Making of Modern Russian Literature*.
- Evans, James (2004). "Beach Time, Bridge Time and Billable Hours: The Temporal Structure of Temporal Contracting" (PDF). *Administrative Science Quarterly*. **49** (1): 1–38. JSTOR 4131454.
- Fadaee, E. (2011). Translation Techniques Of Figures Of Speech: A Case Study Of George Orwell's "1984 and Animal Farm". *Journal of English and Literature*, 2(8), 174-181.
- Gentzler, E. (2001). *Contemporary translation theories*(Vol. 21). Multilingual Matters.
- Goodyer, Meigan Gates. (2008). *LITERARY THEORY, THE NOVEL AND SCIENCE MEDIA*. MONTANA STATE UNIVERSITY Bozeman, Montana

- Gracilli, Chiara, (2015). TRANSLATION TECHNIQUES: BORROWING, (<https://translathoughts.com/2015/09/translation-techniques-borrowing/> diakses tanggal 07 september 2019)
- Hatim, Munday. 2004. Translation: An Advanced Resource Book. London and New York:Routledge.
- Haque, M. Z. (2012). Translating literary prose: Problems and solutions. International Journal of English Linguistics, 2(6), 97.
- Karamanian, Alejandra Patricia. (2005). (<http://accurapid.com/journal/19culture2.htm>), Translation and Culture updated on: 02/26/2005
- Karimi, Latfollah. (2006). *Equivalence in Translation*. Iran: Islamic Azad University.
- Machali, Rochayah (2007). Campur Tangan Penerjemah: ‘mengkhianati’ teks asli? Makalah dalam Seminar Nasional Penerjemahan. FBS UNY
- Molina, Lucía & Albir, Amparo Hurtado. 2002. Translation Techniques Revisited: A Dynamic and Functionalist Approach. Meta Volume XLVII, 4
- Monia Bayar, (2007). *To Mean or Not to Mean* , Kadmous cultural foundation. Khatawat for publishing and distribution. Damascus, Syria, p. 163.
- Morning, Ann (2008). "Reconstructing Race in Science and Society: Biology Textbooks, 1952-2002". American Journal of Sociology.
- Nababan, M.R. 2003. Teori Menerjemah Bahasa Inggris. Yogyakarta: Pustaka Pelajar.
- Pym, Anthony. (2014). *Exploring Translation Theories: Second Edition*. London and New York: Routledge, Taylor and Francis Group.
- Sapiro, G. (2016). How Do Literary Works Cross Borders (or Not)?. Journal of World Literature, 1(1), 81-96.
- Suryawinata, zuchridin & hariyanto, sugeng. 2003. Translation: bahasan teori & penuntun praktis menerjemahkan. Yogyakarta: kanisius.
- Venuti, Lawrence (Ed). (2004). The translation studies reader. London: Routledge.
- Vinay and Drabelnet in Munday's. 2001. Introduction Translation Studies: theories and Application. Raoutledge
- Zanettin, F., Bernardini, S., & Stewart, D. (2014). Corpora in translator education. Routledge.

## WEBSITE

- (<https://culturesconnection.com/7-translation-techniques/>. Diakses tanggal 20 november 2019)
- (<http://repo.iain-tulungagung.ac.id/394/skripsi%20CHAPTER%20III%2026-36.pdf> diakses tanggal 15 november 2019)
- <https://www.mindmeister.com/750845141/translation-techniques>. diakses tanggal 15 november 2019)
- [https://en.wikipedia.org/wiki/Rainbow\\_Rowell](https://en.wikipedia.org/wiki/Rainbow_Rowell) diakses tanggal 09 desember 2019)
- (<https://translathoughts.com/2015/09/translation-techniques-borrowing/> diakses tanggal 30 november 2019)
- (<https://translathoughts.com/2015/09/translation-techniques-borrowing/> diakses tanggal 30 november 2019)
- <http://www.eltsjournal.org/archive/value5%20issue2/10-5-2-17.pdf/> diakses 23 Desember 2019
- <http://eprints.ums.ac.id/40587/1/PUBLICATION%20ARTICLE.pdf/> diakses tanggal 23 Desember 2019



<http://www.polyglot.lv/en/industries/literary-translations> diakses tanggal 23 Desember 2019

<https://www.thoughtco.com/what-is-a-language-1691218> diakses tanggal 09 Januari 2019

<http://renslittlecorner.blogspot.com/2014/10/review-fangirl-oleh-rainbow-rowell.html> diakses tanggal 17 Februari 2020