Analysis of Translation Techniques on Public Signs in Jabodebek Light Rail Transit (LRT)

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Abstract

The researcher found that on the Jabodebek LRT, many public signs are translated from Indonesian to English as a means of providing information to Jabodebek LRT passengers. Based on this phenomenon, the researcher seeks to determine the effectiveness of the translations by analyzing the translation techniques used in the public signs of the Jabodebek LRT. The aim of this research is to employ translation techniques used to convert the Indonesian (source language) into English (target language). By referring to the concept of translation techniques submitted by Molina and Albir (2002), out of 18 translation techniques, only 6 were identified to be used in 13 public signs. The researcher researched the techniques of translation used to translate the Indonesian public signs, which involve adaptation, substitution, literal translation, established equivalent, modulation, and description techniques. According to the researcher's analysis of the 13 public signs in the Jabodebek LRT, the translation's final product has much greater readability, accuracy, and acceptability when the appropriate translation technique is used that is specific to the specific setting being studied. In addition, the source text and the target text are textually equivalent in that both texts are similar in meaning, significance, and information conveyed, although there may be differences in sentence structure, word choice, or language style.

Keywords   : *Public signs; Light Rail Transit (LRT); Translation Techniques*

1.   INTRODUCTION

At present, the Indonesian government has provided various types of public transportation services to facilitate the community in carrying out daily mobilization activities. One type of public transportation that has good timeliness is the Jabodebek LRT. In his thesis titled "*Analisis Faktor Utama Yang Mempengaruhi Waktu Pelaksanaan Proyek Pembangunan Infrastruktur LRT (Light Rail Transit) Jabodebek*", (Fahmi et al., 2017) references Presidential Regulation No. 98 of 2015 , which provides that "Light Rail Transit Jabodebek, shortened as LRT Jabodebek, is a mass transit system based on LRT that is currently in operation, located in Jakarta, Indonesia, and connected to Jakarta via nearby cities including Bekasi and Bogor."

The government assumes that this mode of transportation will have a major impact on the people of Jakarta in meeting transportation needs in an era of long congestion (Sidjabat et al., 2021). Unlike other types of trains, LRT Jabodebek itself has only two destination routes, namely the Bogor Line (Dukuh Atas Station–Harjamukti Station) and the Bekasi Line (Dukuh Atas Station–Jatimulya Station). Jabodebek LRT only has five platforms in one train set. In each station area and the area inside the platform, many public signs are found as information for Jabodebek LRT passengers.

 (Hayati, 2017) defined "Public signs as signs that are shown publicly, offering a kind of warning, direction, notification, and other closely related literal or graphical information". "Public signs are the important part consisting of language and human environment in the international city and transportation facilities. Written language on public signs provides a meaningful impact on the place (building) with all the consequences that exist in people's perceptions" (Markus & King, n.d., 2002). According to Mulyawan (2017), "Public signs consist of two parts: commercial signs and noncommercial signs. Commercial signs are signs in the form of advertisements produced by the former to promote their profit-oriented products. On the other hand, noncommercial signs are information provided by the government or community organizations with a non-profit orientation" (Mulyawan, 2017).

As for the public signs in Jabodebek LRT, it is very clear that they are included in non-commercial signs because they aim to provide information for Jabodebek LRT passengers. In this research, public signs found in the Jabodebek LRT area consist of two languages. Indonesian is the source language and English is the target language. So, the purpose of this research is to analyze the translation techniques applied to each word or sentence found on each public sign in Jabodebek LRT and determine whether they are accurate and acceptable for Jabodebek LRT passengers. The formulation of the problems in this scientific work is to identify and explain the translation techniques applied to the public sign on Jabodebek LRT.

Translation is the process of converting text or speech from one language to another while preserving the original meaning and nuances of the text or speech. This process involves a deep understanding of both languages, including the source language and the target language, as well as the cultures associated with each language (Hadi et al., 2020; Hadi & Suhendra, 2019)

According to Catford (1974:20) in (Pribadi et al., 2022), who state that "Translation is the substitution of text material in one language (the source language) with comparable text material in another dialect (the target language)". A more far-reaching meaning of translation is proposed by Eugene A. Nida and Charles R. Taber (1982), they give the accompanying meaning that "translating consists in reproducing in the receptor language the closest natural equivalent of the source language message, first in terms of meaning and secondly in terms of style." Another definition of translation is "translation is the process of finding a TL (Target Language) equivalent for an SL (Source Language) utterance." (Mosahab et al., 2011).

(Newmark, 1988) argues that "Translation is a craft consisting in the attempt to replace a written message and/or statement in one language by the same message and/or statement in another language.". Another opinion says that "Translation is the activity of transferring, in writing, a message from the text of one language into the text of another language." (H. Hoed, 2010). This is in line with Moentaha's (2006: 13–25) opinion that "Translation is the process of replacing text in the source language (SL) with text in the target language (TL) without changing the level of text content."

In line with the explanations given by several experts above regarding the definition of translation, Kadarudin (2016) concluded that "Translation is the process of transferring the meaning or message of the source language into the receptor language." He also added that "Translation can also be interpreted as a human activity in transferring a set of information or messages, both verbal and non-verbal, from the source language to the target language." (Kadarundin: 2016).

According to Molina and Albir (2002) in (Pribadi et al., 2022), she quotes that "There are several translation techniques used in translation, namely: adaptation, substitution, literal translation, established equivalent, modulation, and description techniques. First, *Adaptation* is a translation technique by replacing the cultural elements of the source language with the cultural elements found in the target language. Second, *Substitution* is a meaning-matching technique that involves changing phonetic components into paralinguistic components (tones and motions). For instance, (*semantic, paralinguistic*). For instance, '*Thank you*' is converted into a '*Token of putting*

hands on the chest'. Third, *Literal Transalation is* translation technique by transalate a word or an expression, word for word. It does not mean that the word order is retained according to the word order in the source language. Fourth, *established equivalent* a technique of matching meaning that matches dictionary definitions or idioms that language passengers or dictionary users frequently use is known as the established equivalent technique. Fifth, *Modulation* is *t*he technique of matching importance through modification involves shifting a perspective or mental classification. The transformation may be primary or lexical. The word "*come*" in the sentence "*She'll visit Medan in a week*" is interpreted as "*go*". Sixth, *Description* a representation of the phrase's structure or prospective uses is substituted for the actual term or articulation by the translator. An empty room, for example, is understood to be "*a boarding room with no contents at all*." Penotte, which translates to "*a traditional Italian cake eaten on New Year's Day*," is another example. The word source is not used in the description technique, in contrast to the addition technique.

The researcher found that there are several previous studies discussing public signs from various locations. First, the research conducted by Made Susini et al. (2021), titled "Translation Alternative of Public Signs," In their study, Made Susini et al, examined the translations of public signs from Indonesian into English found in Bali. Besides analyzing the translation techniques used in public signs in Denpasar city and Badung regency, these researchers also conducted an evaluation of alternative translation methods for public signs by assessing the intended meaning of the texts. The researchers used several approaches, namely semantic and pragmatic analysis (Susini et al., 2021).

Second, the researcher also found a study written by Kadek Yogi Pratama et al. (2024) titled 'Techniques of Translations Found in Some Food and Beverage Packagings.' In this study, Kadek Yogi et al. conducted an analysis of translation techniques found in some food and beverage packaging in several supermarkets. From their research, Kadek Yogi et al. used 26 data samples and discovered six translation techniques used in those data. Furthermore, Kadek Yogi et al. calculated the percentage of each translation technique used in the 26 data samples of public signs analyzed. Additionally, they employed a mixed-methods research approach, combining qualitative and quantitative research methods in their study (Yogi Pratama et al., 2024).

Third, the study written by G. Teguh Baladewa et al. (2016) titled "Analysis of Public Signs at I Gusti Ngurah Rai International Airport" produced an analysis of seven public signs at the airport, focusing more on understanding the meaning and function of the public signs at the airport, which consist of text and images, (Teguh Baladewa et al., 2016).

From the previous research discussed above on translation techniques in public signs, there is a difference between this research. This research focuses on the analysis of translation techniques used in public signs on the Jabodebek LRT without examining alternative translations. Additionally, the public signs in this study focus on the public facilities in the Jabodebek LRT, which was newly established in 2023. Furthermore, the researcher employs only one research method, namely the qualitative method, without calculating the percentage of each translation technique found. This approach is taken because the researcher aims to analyze each public sign in detail.

Therefore, the purpose of this research is to determine whether the translations used in the public signs on the Jabodebek LRT are effective by utilizing appropriate translation techniques, ensuring that the information conveyed can be well and accurately understood by Jabodebek LRT passangers.

2. RESEARCH METHOD

This research method uses descriptive qualitative research methods with field methods. According (Anggito, 2018), the "Qualitative descriptive method is a method that describes an object, phenomenon, or social setting that will be poured into narrative writing. In writing a qualitative research report, contains quotations of data (facts) revealed in the field to provide support for what is presented in the report." Therefore, the researcher will analyze the source text and target text through textual analysis in this writing. The data source for this study is public signs found in stations and platforms on trains on the Jabodebek LRT. The data were collected in the form of photos of Indonesian and English public signs in Jabodebek LRT, taken on Monday, May 13, 2024. Then the public signs were analyzed regarding the translation techniques used and, of course, based on the theories put forward by several experts in the literature review in this research.

The steps of data collection were as follows:

1. Investigate Public signs in the LRT station area and the area on the LRT platform.

2. Take pictures of public signs that contain text translations with Indonesian as the source text and English as the target text. The number of public signs that will be analyzed is 13 data.

3. Identifying each public sign data was taken to find out the translation technique used.

4. The data on public signs and whether public signs are appropriate and acceptable for Jabodebek LRT passengers.

5. Discover the appropriate translation technique in order to avoid translations that seem unconventional.

3. FINDINGS AND DISCUSSION

Public signs were found in the station area and inside the LRT platform. There are 13 data where the public signs are preceded by the source text in Indonesian with English underneath as the target text. The researcher in this study analyzed each public sign data one by one. Various translation techniques were found from the public signs.

The following are the results of the analysis by researchers on 13 public signs data on Jabodebek LRT:

1.

SL: "Masuk ke LRT"
TL: "Entrance to LRT"

Figure 1. This public sign is found at the entrance to the station and provides information about the direction to enter the LRT.

Analysis Result:

The translation technique used is **Adaptation.** The Source Language '*Masuk ke LRT*' In the Indonesian context, this phrase is commonly used to indicate directions or instructions towards the entrance to the LRT (Light Rail Transit) station. The target language '*Entrance to LRT*' This translation is not simply a word-for-word translation but rather an adaptation of the phrase to better suit the customs and understanding of English speakers. The phrase '*Entrance to*' is very common in the context of directional signs in English-speaking

countries. Overall, the use of adaptation techniques in translating 'Masuk ke LRT' into '*Entrance to LRT*' makes the text easier to understand and more appropriate to the cultural context and target language. Also, 'Entrance to LRT' is more familiar and understandable to native English speakers than literal translations such as '*Enter to LRT*' or '*Enter LRT*'.

2.

SL: "Terima Kasih dan selamat menikmati perjalanan anda Bersama LRT Jabodebek"

TL: "Thank you and have a pleasant journey with LRT Jabodebek!""

Figure 2. This public sign is found on the ticket machine in front of the Jabodebek LRT entrance.

Analysis Result:

The translation technique used is **Literal Translation.** The sentence '*Terima Kasih*' is translated into '*Thank you*'. This is a literal translation because the word '*Terima Kasih*' in Indonesian has a direct equivalent of '*Thank you*' in English. The sentence '*selamat menikmati perjalanan anda bersama LRT Jabodebek*' is translated into '*have a pleasant your journey with LRT Jabodebek*'. This seems to try to follow the original Indonesian sentence structure closely, although the result is less natural in English. The translation uses a literal technique, but with less precise use of certain parts, so that the result of the translation becomes less natural and grammatical.

3.

SL: "Penumpang dengan anak"
TL: "Passengers with infants"

Figure 3. This public sign is found on the lift at the Jabodebek LRT entrance gate.

Analysis Result:

The translation technique used is **Literal Translation.** In the context of transport or flights in English-speaking countries, '*Passengers with infants*' is a common and frequently

used phrase. This is different from the use of the word '*children*', which can cover a wider age range. Changing '*Children*' (which can mean any age of child) to '*infants*' (which means babies) shows a change in perspective from general to specific. The translation of '*Penumpang dengan anak'* to '*Passengers with infants'* uses modulation techniques to ensure that the message is conveyed in the most natural and understandable way for the target audience without changing the basic meaning of the source sentence.

4.

SL: *"Buka dan letakkan kartu anda di dalam"*
TL: *"Open and place your card inside"*

Figure 4. This public sign is found on the ticket machine in front of the LRT entrance.

Analysis Result:

The translation technique used is **Literal Translation.** The primary technique in this translation is literal translation because the translation is done by maintaining the structure and meaning word by word from the source language to the target language. Although there is a small element of transposition, it is not dominant and only supports the fluency and naturalness of the translation. Transposition technique in this example is that *'Buka'* is translated into '*Open*', '*letakkan*' into '*place*', '*kartu*' into '*card*', '*kamu*' into '*your,*' and '*dalam*' into '*inside'*. The sentence structure and overall meaning are well preserved. In this sentence, there is a slight change in word order to maintain the fluency and naturalness of English. For instance, the word "*di dalam*," which concludes the Indonesian sentence, remains at the end of the English sentence ('*inside*').

5.

SL: *"Air minum ini telah disterilisasi"*
TL: *"This drinking water has been treated and purified"*

Figure 5. This public sign is found inside the station as one of the public facilities at Jabodebek LRT station.

Analysis Result:

The translation technique used is **Description.** This technique involves using phrases or sentences to explain terms or concepts that may not have a direct equivalent in the target language. In this case, '*disterilisasi*' may be considered more technical or specific, so it is translated with a phrase that describes a process that includes more aspects (*treated and purified*). By using *'treated and purified'*, the translator provides more detailed and specific information about the process performed on the drinking water. This helps to ensure that the target language reader understands that the water has gone through a comprehensive cleaning and purification process. Thus, a combination of description techniques is used to ensure a translation that is not only accurate in meaning but also easy to understand and appropriate to the context of use in the target language.

6.

SL: "Awas! Bahaya terbentur!"
TL: "Caution, Mind your head"

Figure 6. This public sign is found on the wall area at the bottom of the 2nd floor, which is close to the elevator down to the 1st floor at Jabodebek LRT Station.

Analysis Result:

The translation technique used is **Adaptation.** The phrase *'Awas! Bahaya terbentur*!' is a warning commonly found in Indonesia, often in places with the risk of head impact. In English, this kind of warning is generally expressed as '*Caution, mind your head'*. This is a common and recognized phrase in English-speaking countries for similar situations. The translator not only translates word-for-word, but also adapts to phrases that are common and understandable to the reader or listener in the target language. If translated literally,

'Awas! Bahaya terbentur!' might become *'Watch out! Danger of bumping!'* or *'Warning! Danger of hitting your head*!', but these sound less natural in English and may not be as effective in grabbing the reader's attention.

7.

SL: *"Perhatikan celah peron saat akan menaiki kereta"*
TL: *"Please mind the gap when boarding the train"*

Figure 7. This public sign is found at the gate when boarding the train platform.

Analysis Result:

The translation technique used is **Literal Translation.** This technique utilizes established and commonly used expressions or phrases in the target language to convey the same message as the source language. The English phrase '*Please mind the gap'* is a standard warning in many railway systems in English-speaking countries. This translation is not simply a literal translation of '*perhatikan celah peron'* but is an established equivalent that is recognized and understood by target language speakers as an equally effective warning. Therefore, in this translation, the translator uses the established equivalent technique to produce an appropriate and effective translation in the target language that reflects an expression that has been accepted and recognized by speakers of the language.

8.

SL: *"Dilarang bersandar di Pintu Tepi Peron"*
TL: *"Do not lean on the platform screen doors"*

Figure 8. This public sign is found at the train platform door on Jabodebek LRT.

Analysis Result:

The translation technique used is **Substitution.** The substitution technique is used when there is no direct equivalent between a word or phrase in the source language and the target language. In this example, '*Pintu Tepi Peron*' in Indonesian has no direct equivalent in English. Therefore, the translation '*platform screen doors'* can be considered as a substitution. The translation *'Do not lean on the platform screen doors'* is clear and direct, ensuring that the prohibition message is conveyed in a way that is easily understood by public transportation passengers who speak English. In this case, I will choose the substitution translation technique, because the term '*Pintu Tepi Peron'* has no direct equivalent in English and should be replaced with a description that explains exactly what is meant. 'Platform screen doors' is an accurate description of '*Pintu Tepi Peron'* and effectively preserves the meaning of the original clue in English.

9.

SL: "Kereta ini dalam pengawasan CCTV"
TL: "This train is under CCTV surveillance"

Figure 9. This public sign is found on the Jabodebek LRT platform to inform all passengers that the train is monitored by CCTV.

Analysis Result:

The translation technique used is **Established Equivalent.** In the following text on the public sign, the translator uses the established equivalent technique to ensure that the message or information from the source text (Indonesian) is retained in the translation (English). In this context, the translator chooses words that have equivalent or close meanings between the source language and the target language. For example, '*pengawasan*' in Indonesian is interpreted as *'surveillance'* in English. Although there is no single word in English that is the same as '*pengawasan*,' the word '*surveillance*' is close in meaning as it refers to the act of monitoring or supervising something. By using the established equivalent technique, the translation managed to effectively preserve the meaning and

information of the source text in the target language, so that the message conveyed remains the same between Indonesian and English.

10.

SL: *"Hati-hati tangan terjepit"*
TL: *"Automatic doors, mind your hands"*

Figure 10. This public sign is found at the train platform door on Jabodebek LRT as a form of warning to be careful of the passenger's hand when it is near the automatic door.

Analysis Result:

The translation technique used is **Description.** The description technique used in this public sign is the addition of the word '*automatic doors*' before the warning '*Mind your hands'*. This addition aims to provide additional description or context relevant to the situation in which the warning applies. In the context of using automatic doors, the addition of the word *'automatic doors'* helps identify the object or situation that is the focus of the warning. As such, the warning message becomes more specific and relevant to situations where people should be careful with their hands, i.e., when near automatic doors that may pose a risk of injury. Practically speaking, the description technique is used to clarify the source text by adding additional information that helps the reader or listener understand the context or situation to which the message applies. In this case, the additional description '*automatic doors*' helps direct the '*Mind your hands'* warning to a specific situation where hands can be pinched, i.e., near automatic doors.

11.

SL: *"Tempat duduk prioritas"*
TL: *" Priority seat"*

Figure 11. This public sign is found on the glass window in front of the passenger seat on the train as information that the seat is prioritized for certain passengers. Usually such as elderly people, pregnant women, or people with disabilities

Analysis Result:

The translation technique used is **Subtitution.** In English, the phrase 'Priority seat' describes a similar meaning. The word '*priority*' indicates that the seat has priority or is prioritised for certain passengers who need it, while the word '*seat*' refers to the seat itself. *'Priority seat'* is a phrase that is already common and widely understood in the context of English, particularly in the context of seating on public transportation, such as buses, trains, or airplanes. The use of this phrase ensures that passengers immediately understand the meaning and context without the need for additional explanation. In the context of signs or notices in public places, the use of *'Priority seat'* is more effective because it is concise, clear, and straight to the point. Therefore, this substitution preserves the core meaning of the source phrase while presenting it in the target language accordingly. This substitution allows the same message or instruction to be conveyed to English speakers in a clear and understandable way.

12.

SL: *"Tekan tombol dan tunggu respon dari petugas"*
TL: **"Push the emergency button and wait for a response from the operator"**

Figure 12. This public sign is found on the wall of the train as an instruction in case of an emergency on the train.

Analysis Result:

The translation technique used is **Established Equivalent.** The word *'tekan'* is translated into English as '*push*', which is a very close equivalent in this context. Both words have similar meanings in the context of pressing or squeezing something with a hand or

finger. The original sentence '*Tekan tombol*' has a simple structure, with a command followed by the object to be acted upon (e.g., *the button*). In the translation, this structure is maintained by starting with the command '*Push*' followed by the object '*the button'*, thus maintaining congruence in sentence structure. By using the established equivalent technique, the translation successfully maintains the meaning and structure of the source text, ensuring that the instructional message conveyed remains clear and comprehensible in the target language. This is especially important in situations such as the translation of emergency instructions, where clarity and accuracy are crucial. '*Tekan tombol'* has a simple structure, with a command followed by an object that needs to be acted upon (i.e., *the button*). In the translation, this structure is maintained by starting with the command "*Push"* followed by the object "*the button*," thus preserving the consistency in sentence structure.

13.

SL: *"Dilarang makan dan minum"*
TL: *"No eating or drinking"*

Figure 13. This public sign is found on the Jabodebek LRT platform to inform passengers of the prohibition on eating and drinking inside the train.

Analysis Result:

The translation technique used is **Established Equivalent.** The translation technique used in translating *'Dilarang makan dan minum'* into '*No eating or drinking'* is established equivalent. This technique was chosen because it preserves the original meaning in a common and conventional way in the target language, which is important in the context of instructions or signs that require clarity and quick understanding. '*No eating or drinking'* is a very commonly used phrase in English and is immediately understood by English speakers as a prohibition. The use of this phrase avoids any confusion or misunderstanding. In the context of giving instructions or commands in public places, the technique of established equivalents ensures that the message is conveyed in the most easily understood manner by the target audience without the need for additional interpretation.

4. CONCLUSION

After the researcher analyzed this research by focusing on the formulation of the problem, she concluded that there were 13 public signs on Jabodebek LRT. First, the public signs in Jabodebek LRT already have a good language order and the right meaning and are easily understood by the target language, which here is English. The target language of the public signs is not only local Indonesian passengers but also tourists and workers from abroad. Second, the researcher can conclude that out of 18 translation techniques proposed by Molina and Albir (2002), only 6 translation techniques were identified to be used in translating the 13 public signs: adaptation, substitution, literal translation, established equivalent, modulation, and description techniques. Third, from the results of the researcher's analysis of the 13 public signs in Jabodebek LRT, by applying the correct translation technique and adjusting to the specific context situation, the product of the translation increases the readability level, the accuracy of the translation, and its acceptability. Fourth, the source text and texts are textually equivalent, where both texts are similar in meaning, significance, and information conveyed, although there may be differences in sentence structure, word choice, or language style.

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