



Translation Techniques Used in Indonesian-English Translation of Culture-Bound Words in “Cantik Itu Luka” and The Resulting Quality

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Abstract

This study analyzes the translation of culture-bound words in the *novel Cantik Itu Luka* by Eka Kurniawan and its English version, *Beauty is A Wound*, translated by Annie Tucker. The study aims to identify the techniques used in culture-bound words and the resulting quality. The culture-bound words category was analyzed using Newmark, (1988). Meanwhile, the theory of translation techniques proposed by Molina & Albir, (2002) used to identify translation techniques applied by translators in translating culture-bound words. Text studies, reading, taking notes, and in-depth analysis using table instruments are all part of this qualitative research approach. Further, the author used accuracy, acceptability, and readability rating instruments based on Larson, (1998) to determine the translation quality of culture-bound words. The finding showed 434 culture-bound words found in this novel, and 14 translation techniques were identified, with the established equivalent being most frequent at 36.81%. Moreover, the average accuracy was 88.99%, clarity was 82.24%, and naturalness was 79.80%. This research attempts to improve knowledge of the translation process and its function in cross-cultural communication by comprehending the translation techniques and quality that underlie the translation of culture-bound words.

Keywords: *Culture-Bound Words; Translation Techniques; Translation Quality*

Introduction

Beyond just switching out words from one language to another, translation is a complex process. Culture-bound words, in particular, pose a significant challenge for translators as they encapsulate the essence of a society's values, beliefs, and norms. *Cantik Itu Luka* is Eka Kurniawan's masterpiece that has been translated into thirty-four languages. This novel consists of Indonesian culture, history, and society. It is interesting and crucial to investigate how culture-bound words in Kurniawan's novels are translated into English, a language that is spoken and read internationally, as his works have attracted readers from all over the world.

Based on what the author has read, little research discusses the translation techniques of culture-bound words and the quality of the translation in *Cantik Itu Luka*. It still needs to be explored in detail. Eka Kurniawan's first novel provides an intriguing case study to examine the complexities of translating culture-bound words from Indonesian to English. Discussing translation and translating culture-bound words, there were translation techniques. Molina & Albir, (2002) proposed eighteen kinds of translation techniques, which are divided into two main parts, namely direct and indirect translation.

There are three kinds of direct translation. There are borrowing, calque, and literal translations. Moreover, related to the indirect translation (Molina & Albir, 2002). They proposed several kinds of translation techniques. The transposition, modulation, compensation, adaptation, description, discursive creation, established equivalent, generalization, particularization, reduction, amplification, and substitution.

Translation quality has been the primary priority of the translation process. The primary criterion for evaluating the quality of a translation is how well it captures the original text's meaning. To ensure that the target audience comprehends the content similarly to the source audience, Larson (1984) highlights that a good translation should capture both the form and meaning of the original language. Next, according to Larson (1998), accuracy, clarity, and naturalness are the three most crucial aspects to consider when evaluating the quality of a translation (Larson, 1998).

This research seeks to uncover translation techniques embedded in the translation process of culture-bound words within this literary work. The techniques chosen by the translator of this literary work reflected the translation quality. Further, this current research uses several theories. The culture-bound words category will be analyzed by using Newmark, (1988). Meanwhile, the theory of translation techniques proposed by Molina & Albir (2002) uses to identify the techniques of translation applied by the translator in translating culture-bound words. After finding the translation techniques, the author determines the quality of the translation.

Previous studies have examined translation techniques and quality in various contexts, both written and spoken text. The previous study examined the translation methods and quality of idiomatic expression in "My Sister's Keeper Movie" (Wijaksono et al., 2022). The study's findings revealed that 109 data points contained various translation techniques used in idiomatic expressions. These included: literal translation (18 data, 16%), faithful translation (9 data, 11%), semantic translation (12 data), adaptation translation (5 data, 3%), free translation (3 data), idiomatic translation (29 data, 27%), communicative translation (19 data, 17%), and word-for-word translation (14 data, 13%). Following that, the raters reported that the translation quality evaluation revealed that, overall, the other data demonstrated a high degree of accuracy, acceptability, and readability. However, 12 data points were rated as less accurate and 4 as less acceptable.

This previous research was also related to the research that investigated the methods used by ChatGPT to translate Harry Potter and the Sorcerer's Stone by J.K. Rowling, with an emphasis on accuracy and acceptability of the translations. In order to classify translation procedures and determine average rater ratings, the data analysis process entailed comparing the source and target texts. The results showed that ChatGPT used a variety of translation techniques with a successful outcome, with the most common strategy being Translation by Paraphrasing Using a Related Word (62%). Other strategies were Translation by a More General Word (8%), and Translation by a More Neutral or Less Expressive Word (24%). Although the total accuracy score was really good, there were difficulties in maintaining acceptability, especially when it came to cultural nuances and expressive tones (Agus & Rizki, 2025).

Based on these considerations, the author proposed the following questions: How are the translation techniques used in the Indonesian-English translation of culture-bound words in *Cantik Itu Luka*? And how is the quality of the English translation of culture-bound words in *Cantik Itu Luka*? For the second research question, the author discusses the quality in the aspect of accuracy, naturalness, and readability. Based on the research questions, the author presented the culture-bound words in *Cantik Itu Luka*, the techniques used, and the quality.

By analyzing how culture-bound words are translated, the thesis sheds light on the representation of Indonesian culture in English-language literature, especially in Eka Kurniawan's novel *Cantik Itu Luka*. This has implications for the broader field of translation and literary studies, enabling a more nuanced examination of cross-cultural narratives and identities.

Method

This study employs a qualitative approach. The data acquired from Eka Kurniawan's *Cantik Itu Luka* in the Indonesian version and English version translated by Annie Tucker into *Beauty is A Wound*. According to Sutopo (2006), there are two kinds of techniques for collecting data in qualitative research. The

first is by non-interactive methods like questionnaires, document reports, and non-participant observation. The second is by interactive methods like interviews, participant observation, and focus group discussion (FGD). In detail, to collect the data, the author used a non-interactive procedure through the note-taking technique to identify and classify culture-bound words for easier analysis. The process involved reading both the source and target texts of the novel, highlighting equivalent culture-bound words, and organizing them into a coded table. These words were then categorized based on their types and the translation techniques used. Notes were added to support the analysis, followed by an assessment of translation quality by expert raters and an evaluation of the relationship between the applied techniques and the translation quality of Eka Kurniawan's *Cantik Itu Luka*.

To make it much simpler to formulate the study, the data and cultural concepts were identified and categorized using the note-taking technique. In detail, the author used translation techniques, instruments, and a translation assessment quality rubric to assess the quality (accuracy, clarity, and naturalness) of translation. The terminologies used in the culture-bound words include words, phrases, and sentences found in *Cantik Itu Luka* and the English translation *Beauty is A Wound* as the primary data. The secondary data is the result of the translation technique instrument and translation quality assessment fulfilled by the expert correspondents. The accuracy and clarity were rated by three English translation lecturers. Then the naturalness aspect was rated by three Indonesian people who live abroad in an English-speaking country for more than 5 years.

Results

Culture-Bound Words in Cantik Itu Luka

Based on Newmark's classification of culture-bound words, the author finds that there are 434 kinds of culture-bound words in *Cantik Itu Luka*. There are five kinds of culture-bound words based on Newmark's theory. From this first Eka's novel, the author found all five kinds of culture-bound words. There are 60 culture-bound words categorized into socio-organizational. 154 data categorized into social culture. There are 10 culture-bound words categorized into gestures and habits. Next, 160 culture-bound words were categorized into material culture.

The most frequent culture-bound words found in Eka Kurniawan's *Cantik Itu Luka* were material culture, which is 36,9%. Next, there were social culture was calculated 35,5%. Next, social organization calculated 13,8%. Ecology gained 11,5% and habits and gestures calculated 2,3%. The percentage can be seen in the Diagram 1 below.

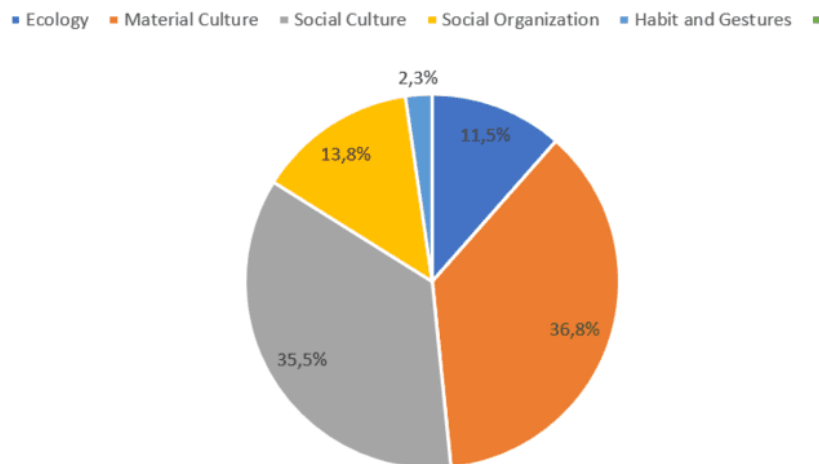


Diagram 1 The Percentage of Culture-bound words in Cantik Itu Luka

Further, the various culture-bound words from this novel, *Cantik Itu Luka* analyzed for translation techniques, and the quality of the translation using Larson's theory.

Translation Techniques Used in Indonesian-English Translation of Culture-Bound Words in Cantik Itu Luka

The author found that the 14 techniques mentioned above were used 451 times for 434 culture-bound words. The frequency of use of translation techniques is greater than the number of culture-bound words, because sometimes in one culture-bound word, there is more than one translation technique used by Annie Tucker. This can be seen in the following data translation, where there are 2 types of translation techniques used by the translator. The following were the examples:

Data number : 003
Code : CIL-C3:P59/ BIAWC3:P59
SL : "Ia mengenakan **blangkon**..
TL : "with his **blangkon hat**..
Technique : Borrowing and amplification

The term "*blangkon*" was translated directly to the same term without any modification. Moreover, the translator added "hat" to make it easier to understand for the TL reader. This is known as the amplification technique. The author also finds the other double techniques. That is borrowing and description.

Data number : 007
Code : CIL-12:P325/ BIAW-C12:P302
SL : "...dan itu merupakan hiburan bagi hidupnya yang sepi, adalah bermain **jailangkung**..
TL : "...the sole entertainment in his lonely life was playing **jailangkung**-calling the spirits of the dead using a little effigy doll..
Technique : Borrowing and description.

The term "*jailangkung*" was translated into the same term. It is categorized as pure borrowing. However, the translator tried to describe to make the TL reader

get the point of this term.

Later, the table below provides information about the translation techniques in order of the intensity of the use:

Table 1. The Frequency and The Percentage Translation Techniques

No.	Translation Techniques	Frequency	Percentage %
1	Established Equivalent	166	36,81
2	Borrowing	104	23,06
3	Adaptation	56	12,42
4	Amplification	39	8,65
5	Transposition	18	3,99
6	Literal translation	20	4,43
7	Reduction	17	3,77
8	Generalization	18	3,98
9	Particularization	5	1,11
10	Linguistic Amplification	3	0,67
11	Description	3	0,67
12	Modulation	1	0,22
13	Discursive Creation	1	0,22
Total		451	100

The table above showed that the translation method that translators most frequently choose was the established equivalent (36,81%), followed consecutively by borrowing (23,06%), adaptation (12,42%), amplification (8,65%), transposition (3,99%), literal translation (4,43%), reduction (3,77%), generalization (3,98%), particularization (1,11%), linguistic amplification (0,67%), description (0,67%), modulation (0,22%), and discursive creation (0,22%).

Established Equivalent

In this research, from a total of 434 data, there were 166 data applied this technique. This technique was applied to translate culture-bound words in *Cantik Itu Luka* related to flora, fauna, and kinds of Indonesian weapons. For example, the term "jasmine flower" was the precise equivalent of "*bunga Melati*". Next, the term "cengkih" was translated into "cloves". The term "cloves" was already known as the direct equivalent of "*cengkih*". Both "*cengkih*" and "cloves" refer to "*syzygium aromaticum*". The term "seagulls" was already known as the direct equivalent of "*burung-burung camar*". Both "*burung camar*" and "seagull" are referred to "*laridae*".

Borrowing

From 434 data, the author finds 104 data of culture-bound words translated using the borrowing technique. This translation technique was applied to translate various Indonesian names like "*kyai jahro*", "*Kliwon*", "*Isah Betina*", etc. Later, it was also applied to translate Indonesian food like "*sambal lutis*" and "*bajigur*". These

terms were borrowed into TL without any modification of spelling.

Adaptation

The author found 54 data points from 434 data points categorized into adaptation techniques in this research. The author classifies the use of adaptation techniques into fauna, flora, things, food, places, jobs, diseases, and naming etc. The following were some examples. The term "*ajak*" was translated into "wild dog". Although the precise equivalent was "a dhole", an Asian wild dog that has a sandy coat and black, bushy tail, and usually lives in packs, the translation choice was still acceptable. Moreover, the term "*ikan caruang*" was translated into "parrotfish". In the Indonesian context, "*caruang*" refers to "*Tylosurus crocodilus*". But the term "parrotfish" refers to "*scaridae*". Both "*caruang*" and "parrotfish" were different species.

Amplification

One translation technique called amplification involves adding features or explanatory remarks excluded from the text in the source language. The author found 30 data from 434 data categorized into amplification techniques in this research. The culture-bound word "*bunga mahoni*" could be translated as "mahogany flowers" or "The flower of mahogany", but the translator chose "mahogany tree flowers". The translator preserves the term "tree". Next, the culture-bound word "*jimat*" was translated into "protective amulets". It will be understandable if the translator translates this term into "amulet" but in this term, the translator added the term "protective" to clarify the meaning in TL.

Literal translation

The author found that 17 data points were categorized into literal translations. The author found that the literal techniques used to translate mostly two words, and the culture-bound words were easy and simple. The term "*ksatria penolong*" was translated word by word as "warrior savior". It applied literal translation to maintain the original structure of the term in SL. The meaning of SL was sent completely to the TL reader. Next, the term "*Jin Iprit*" into "Genie Iprit". If the translator follows the English rule, the translator must be "Iprit Genie", but the translator maintains the original structure of SL without losing the meaning.

Reduction

The author found 17 data applied this technique. From a total of 17 data, 2 data points were classified as swear words. The translator omitted the term "*sayur*" so the SL meaning was distorted. In detail, "*sayur jamur merang*" was translated into "straw mushroom". In this case, the translator can choose the alternative translation to be "straw mushroom soup".

Generalization

The author finds 18 data points categorized into generalization techniques. For example, the term "*jam bandul*" has a more specific meaning than the term "clock". Next, the term "*golok*" was translated into "weapons". The term "weapon" has a

more general meaning than "*golok*". *Golok* is a kind of weapon.

Particularization

The author finds 5 culture-bound words translated by using the particularization technique. For example, the term "*bumbu*" was translated into "spices". In the Oxford dictionary, "spices" refers to one of the many varieties of plant-based powders or seeds used in cooking. But "*bumbu*" means a variety of tasty or aromatic plant products that are used as flavors in cuisine, including pepper, ginger, galangal, turmeric, and nutmeg. It can be concluded that the term "*bumbu*" has a more general meaning.

Linguistic Amplification

The author finds three data categorized into linguistic amplification. This technique refers to when the translator adds a linguistic element. The term "*sarang merpati*" was translated into "cages for his dove". In this case, the translator added the conjunction "for". Later, the term "*sarang dedemit*" was translated to "a cage for evil".

Description

The description technique is a technique that replaces the term or expression with a description. In this research, from a total of 434 data points, the description technique was used twice. There was no precise equivalent of "*jailangkung*" in TL. In this case, the translator borrowed the term. Next, the translator added a description, "*jailangkung*-calling the spirits of the dead using a little effigy doll.." to make it clear.

Modulation

A translation approach known as modulation involves altering the focus, point of view, or cognitive categories concerning the text in the original language. This was carried out if the translator determines that modifications are required to conform to the target language's rules or for easier understanding for the intended audience. For example, the term "*kepala keluarga*" was translated into "husband place".

Discursive Creation

The term "*puji*" refers to the name of a man or woman. In KBBI, "*puji*" means a declaration or emotions of appreciation and genuine gratitude for quality. The term "joker" isn't the precise equivalent of "*Puji Badut*", if the term were translated literally, it would be "Claw Puji" or "Puji, the Claw". But the translator prefers to translate it into "joker". When a translator creates a temporary equivalent that was completely unexpected when taken out of context, this is known as discursive creation.

Translation Quality Used in Indonesian-English Translation of Culture-Bound Words in *Cantik Itu Luka*

Larson (1998) asserts that the three most important factors to take into account when assessing a translation's quality are accuracy, clarity, and naturalness (Larson, 1998). The author found the percentage of each quality, accuracy, clarity,

and naturalness based on the rating scales. The author calculated and determined the score mean after receiving the raters' scores. The average accuracy score or the average score provided by the three raters. Then, the author calculated it. This way of displaying data has been carried out by (Fata, 2009). But the author modifies the categorization based on the rating system. Moreover, the author categorized translation quality into four categories in each aspect of translation quality: Excellent, good, fair, and bad translation. Excellent translation includes the data with an average score of 4.0. A good translation; the data in this category has an average score between 3.0 and 3.9. Fair translation has an average score that ranges from 2.9 to 1,1. Meanwhile, there were 10 culture-bound words categorized as bad translations.

Accuracy

Based on the analysis, 234 data points in this research are considered to be excellent translations. The translation of 164 of the data in this study is deemed to be a good translation. There were 26 translations categorized into the fair category. Meanwhile, there were 10 culture-bound words categorized as bad translations.

Clarity

The author found that 169 data points were translated and categorized as an excellent translation. Later, 143 data points were translated and categorized as a good translation. The author finds 111 data points categorized as fair translations. Moreover, there were 11 data translated and categorized as bad translations.

Naturalness

There were 247 data were translated and categorized as excellent translations. Next, 122 translations were translated and categorized as good. A total of 64 translations were classified as fair translations. Meanwhile, a bad translation was identified after it was translated.

Discussion

The findings of this study reveal a strong correlation between the translation techniques employed and the quality of translation. The technique used in the Indonesian-English translation of *Cantik Itu Luka* had a relation to the quality of accuracy, readability, and naturalness. The percentage of accuracy, readability, and naturalness of each technique can be seen in Table 2.

In detail, it was found that the established equivalent technique was the technique most frequently used by translators. According to Molina and Albir (2002), the established equivalent technique seeks to employ an equivalent of a well-known term or phrase from the source language in the target text. By using this technique, the TL reader will easily understand the TL's intention. Thus, culture-bound words translated using this technique have a high level of accuracy and clarity. This study also demonstrates that the translation of culture-bound

terms in *Cantik Itu Luka* using this method has a 96.13% naturalness rate, 100% accuracy rate, and 100% clarity rate. This was in line with Prafitasari (2019). This previous research reveals that the application of the established equivalent method gets the highest percentage of accuracy and clarity. The author added that the translation uses of terms recognized by the dictionary are automatically common for the TL reader, so that the SL meaning was conveyed effectively.

Table 2. The Percentage of Translation Quality Based on The Technique

No.	Translation Techniques	Percentage %			Total
		Accuracy	Clarity	Naturalness	
1	Established				
	Equivalent	100	100,00	96,13	296,13
2	Borrowing	92,63	56,09	78,87	227,59
3	Adaptation	77,83	85,12	94,20	257,15
4	Amplification	78,42	78,84	95,72	252,98
5	Transposition	83,33	76,85	93,06	253,23
6	Literal translation	73,32	67,5	84,16	224,98
7	Reduction	56,37	49,01	74,01	179,40
8	Generalization	61,11	68,51	90,28	219,90
9	Particularization	70	80	88,35	238,35
10	Linguistic				
	Amplification	86,08	94,42	100	280,50
11	Description	88,83	91,67	91,67	272,16
12	Modulation	91,75	75	100	266,75
13	Discursive				
	Creation	66,75	75	100	241,75
Total		1026,43	998,01	1186,45	3210,888

The second technique that was mostly applied was the borrowing technique. There were 104 culture-bound words in *Cantik Itu Luka* was translated by using this technique. When a translator directly uses a term or phrase from another language (SL), this was referred to as a borrowing translation strategy. Like in SL, it can be copied, replicated, translated, or altered in TL. The technique of merely translating a phrase or word into another language (TL) was known as pure borrowing. Naturalized borrowing indicates a change in spelling norms to match those of the target language. This technique has a high level of accuracy and naturalness, with an accuracy calculated of 92.63% for its accuracy level and 78.87% for its naturalness.

However, this technique tends to have a low level of clarity, which was shown by 56.09%. This was because not all TL readers understand the borrowed culture-bound words. So that makes it quite difficult for TL readers to understand the SL meaning. This was in line with the research that had been done by Prafitasari

(2019). The use of the borrowing technique produces high accuracy but less clarity. She added the use of SL terms directly, without or with some modification, making the TL reader unfamiliar with the term.

The third technique mostly used by Annie Tucker in translating the culture-bound words in *Cantik Itu Luka* was the Adaptation technique. There were 54 data were translated by using this technique. A cultural element in the SL was more likely to be replaced by a target cultural element or one that was compatible with TL users when adaptation was used as a technique (Molina & Albir, 2002). For the adaptation technique, it has 92.63% of accuracy, 85.12% of clarity, and 94.20% of naturalness. From the three aspects of translation quality, all three aspects get high percentages.

The fourth translation technique was amplification. Information and explanatory phrases that are not specifically mentioned in the ST are introduced using the amplification technique. The translator delivered the words or phrases that are not formulated in SL based on the meaning. There were 39 data points translated by using this technique. The accuracy, clarity, and naturalness of the amplification technique are 78.42%, 78.84%, and 95.72%. From the total percentage of translation quality in this study, this technique ranked 7th. This technique reaches a high enough level of translation quality.

The fifth translation technique was the transposition technique, with a frequency of 18 and 3.99 percent. This technique got 83.3% for accuracy, 76.85% for clarity, and 93.06% for naturalness. The translation process known as transposition entails converting the source language's (SL) grammatical structure into a different one in the target language (TL) while maintaining the original meaning, which is in line with Molina & Albir, (2002).

Next, three crucial aspects of translation quality, accuracy, clarity, and naturalness, can be greatly impacted by the use of translation techniques like the transposition technique. In summary, the transposition technique maintains meaning while modifying grammatical forms to increase accuracy. By altering structures to make them easier for the target audience to understand, it guarantees clarity. Creating translations that read naturally and are idiomatically enhanced.

The sixth translation was a literal translation with a percentage of 4.43 and the frequency of culture-bound words at 20. As a result, the literal translation receives 84.16% naturalness and 73.32% accuracy. The clarity score for this method was low, coming in at 6.75%. The literal translation technique often reduces translation quality when used for culturally bound words, while it may be helpful in some situations, such as formal documents. Although surface-level accuracy might be maintained, the intended meaning of SL was usually distorted. As a result, this method frequently loses clarity by ignoring the TL's natural structure. It typically lacks naturalness, which results in an imperfect and unnatural translation. Literal translation should be employed carefully, strategically, and frequently in conjunction with other methods that better modify

meaning for the intended audience to preserve high translation quality.

The seventh was a reduction technique with the percentage at 3.77 and the frequency of culture-bound words at 17. In terms of accuracy, clarity, and naturalness, the reduction technique received the lowest overall percentages: 56.37% for accuracy, 49.01% for clarity, and 74.01% for naturalness. This technique could preserve accuracy in the Indonesian-English translation of *Cantik Itu Luka* if the missing text or context is not necessary, but it could decrease it if important details are not included.

The eighth translation technique was generalization with the percentage at 3.98 and the frequency 18. The generalization technique had the highest percentage of naturalness (90.28%), clarity (68.51%), and accuracy (61.11%). Depending on how it is used, the generalization technique can have both advantages and disadvantages. Depending on how it is used, the generalization technique can have both advantages and disadvantages: Because certain details are left out, accuracy may be partially affected. As a result, it typically increases clarity, which helps the intended audience understand the translation. In general, it improves naturalness, making the translation more natural.

The ninth was a particularization technique with the percentage showing 1.11 and the frequency of the translation at 5. The particularization technique achieves the maximum percentage of naturalness (88.35%), clarity (80%), and accuracy (70%). When used with careful consideration for context, the particularization technique often improves the quality of translation: By clarifying the meaning, it can increase accuracy. Clarity is frequently improved by defining appropriate terminology for easier comprehension. Additionally, it can improve naturalness if the terms are suitable for the target language.

The tenth was a linguistic amplification translation technique with the frequency applied at 0.67 from the frequency of culture-bound words at 3. This technique achieves 86.08% accuracy, 94.42% clarity, and 100% naturalness. For translators attempting to close cultural and contextual gaps, the linguistic amplification technique is a useful tool, particularly when working with terminology that were difficult to translate or have implicit connotations. In general, it improves accuracy by clarifying and completing the source's meaning. Then, the clarity is increased by elucidating complicated or unknown references. Depending on how effectively the additional linguistic element meshes with the TL's tone and style, it might either help or reduce the degree of naturalness.

The eleventh technique was the description technique, with a percentage of 0.67 from a total of 3 translations. The description technique achieved 88.83% accuracy and 91.67% clarity, and naturalness. The description technique enhances accuracy by preserving the full meaning through detailed explanation; it improves clarity by helping the reader understand unfamiliar expressions of culture-bound words; and it can support or hinder naturalness, depending on how effectively the description is written and how well it fits the tone of the target text. This is

especially true when dealing with culture-bound words.

Next, the modulation technique gets 100% of naturalness, 75% of clarity, and 91.75% of accuracy. This technique was applied once with a frequency of 0.22%. To improve the overall quality of translation, the modulation technique is essential, particularly when working with culture-bound words: By conveying the intended message in different but appropriate terms, it preserves accuracy. By rewording expressions which appropriate to the intended audience's language and logic, it increases clarity. Further, by allowing the translator to modify sentence structure, style, and point of view to conform to the target language, modulation directly enhances naturalness.

The last, discursive creation also gets 100% of naturalness, 75% of clarity, and 66.75% of accuracy. This technique was applied once with the percentage at 0.22. By concentrating on the effect or goal of the source statement rather than its SL form, discursive creation maintains dynamic or functional accuracy, even though it may seem to sacrifice literal accuracy. If the translator is careless with this explanation, it could reduce the level of accuracy. By substituting expressions that are more understandable to the intended audience for culture-bound words that are unfamiliar or unclear, discursive creation can increase clarity. Discursive creation frequently greatly enhances naturalness when the translator creates culture-bound words that match the TL reader's structure, tone, genre, and cultural expectations.

Based on the discussion above, the findings of this study reveal a strong correlation between the translation techniques employed and the quality of translation. The technique used in the Indonesian-English translation of *Cantik Itu Luka* had a relation to the quality of accuracy, clarity, and naturalness. In summary, the choice of translation technique directly influences how well culture-bound words were rendered, affecting how accurately, clearly, and naturally the translated message is received by the TL reader.

Conclusion

Based on the conducted research, it can be concluded that the translation of culture-bound words in *Cantik Itu Luka* into English employs various translation techniques. The established equivalent is the most dominant technique. This technique refers to the TL-oriented. It indicates the translator prefers to use general terms recognized by the English dictionary. The TL reader will easily understand the intention of SL. Then, the quality of the translations was significantly impacted by the techniques used. The author finds the percentage of each quality, accuracy, clarity, and naturalness based on the rating scales. The author finds 88,99% average accuracy, 80,24 % readability, and 79,80 % naturalness. Further, the translation technique used had a relation to the translation quality.

This study also gives an overview to the translator and the other researchers related to translation techniques, methods, and the quality of translation of the text about culture-bound words. In detail, this study contributes to the theoretical understanding of translation by delving into the complex and nuanced process of translating culture-bound words. It offers insights into how the translation techniques used can impact the quality of translation

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