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The Relationship between Translation Strategies and Translation Equivalence in the Translation of Javanese Cultural Terms in the Bilingual Book Jamu: Pusaka Penjaga Kesehatan Bangsa Asli Indonesia
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ABSTRACT

The translation of culturally bound terms requires translators to convey not only linguistic meaning but also the cultural knowledge embedded in the source language. This study investigates the translation of Javanese cultural terms in the bilingual book *Jamu: Pusaka Penjaga Kesehatan Bangsa Asli Indonesia*. It aims to (1) identify and classify the Javanese cultural terms, (2) analyze the translation strategies used to render those terms into English, and (3) examine the relationship between translation strategies and translation equivalence in translating the javanese cultural terms.

This study employed a descriptive qualitative approach. The data comprised 175 Javanese cultural terms extracted from the bilingual book. Newmark's (1988) classification of cultural terms was used to categorize the data, Baker's (2018) translation strategies were applied to analyze the translation procedures, and Larson's (1998) meaning-based translation theory served as the framework for evaluating translation equivalence.

The findings show that ecology, particularly flora, is the most dominant category of Javanese cultural terms. Neutralization is the most frequently employed translation strategy, followed by loan word, loan word plus explanation, generalization, paraphrase using related words, and paraphrase using unrelated words. The analysis further indicates that the relationship between translation strategies and translation equivalence is not fixed. Neutralization and loan word plus explanation most consistently produce full equivalence by effectively reconstructing the meanings of the source terms, whereas loan words without explanatory support tend to result in non-equivalence. Generalization and paraphrase generally produce partial equivalence by reducing cultural specificity.

This study concludes that translating Javanese cultural terms requires a flexible and meaning-oriented approach in which the effectiveness of a translation strategy depends on its ability to reconstruct culturally embedded meanings. The findings are expected to contribute to the development of translation studies and future research on the translation of Indonesian cultural heritage.

Keywords: Javanese cultural terms, *jamu*, translation strategies, translation equivalence, cultural translation, meaning-based translation.

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INTISARI

Penerjemahan istilah budaya merupakan tantangan karena melibatkan pengalihan makna linguistik sekaligus budaya. Penelitian ini bertujuan untuk (1) mengidentifikasi dan mengklasifikasikan istilah budaya Jawa, (2) menganalisis strategi penerjemahan yang digunakan, dan (3) mengkaji hubungan antara strategi penerjemahan dan kesepadana dalam menerjemahkan istilah kebudayaan jawa dalam buku dwibahasa *Jamu: Pusaka Penjaga Kesehatan Bangsa Asli Indonesia*.

Penelitian ini menggunakan metode deskriptif kualitatif dengan data berupa 175 istilah budaya Jawa. Data diklasifikasikan menggunakan kategori istilah budaya Newmark (1988), dianalisis berdasarkan strategi penerjemahan Baker (2018), serta dievaluasi tingkat kesepadanan terjemahannya menggunakan teori penerjemahan berbasis makna Larson (1998).

Hasil penelitian menunjukkan bahwa kategori ekologi, khususnya flora, merupakan kategori yang paling dominan. Strategi penerjemahan yang paling banyak digunakan adalah *neutralization*, diikuti *loan word*, *loan word plus explanation*, *generalization*, serta *paraphrase*. Temuan penelitian juga menunjukkan bahwa hubungan antara strategi penerjemahan dan kesepadanan bersifat dinamis. Strategi *neutralization* dan *loan word plus explanation* paling konsisten menghasilkan kesepadanan penuh, sedangkan *loan word* cenderung menghasilkan non-kesepadanan dan *generalization* serta *paraphrase* umumnya menghasilkan kesepadanan parsial.

Penelitian ini menyimpulkan bahwa penerjemahan istilah budaya Jawa memerlukan pendekatan yang fleksibel dan berorientasi pada makna agar makna budaya dapat direpresentasikan secara memadai dalam bahasa sasaran.

Kata kunci: istilah budaya Jawa, *jamu*, strategi penerjemahan, kesepadanan terjemahan, penerjemahan buda