A COGNITIVE APPROACH TO TRANSLATE METAPHOR

IN JACK LONDON'S *THE CALL OF THE WILD*

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Abstrak

Pendekatan kognitif bisa menjadi alternatif untuk memahami terjemahan metafora. Dalam semantik kognitif, pengertian metafora berarti ekspresi dari konsep abstrak dalam bentuk empiris. Penelitian ini berfokus dalam menganalisis pendekatan kognitif untuk menerjemahkan metafora dalam sebuah novel, The Call of the Wild karya Jack London. Penelitian ini menggunakan metode kualitatif dan untuk menganalisis data digunakan teori dari Lakoff dan Johnson (1980a) tentang pendekatan kognitif untuk menerjemahkan metafora, dan Newmark (1988b) tentang strategi untuk menerjemahkan metafora. Hasil dari penilitian menujukkan bahwa kognitif semantik dalam strategi untuk menerjemahkan metafora tidak membuat perubahan dalam makna, karena penulis tetap memberi makna metafora yang sesuai dalam versi terjemahan dari novel. Strategi-strategi untuk menerjemahkan metafora terdiri dari (1) membentuk ulang citra yang sama dalam bahasa target, *the heart of civilization* menjadi *jantung peradaban*, (2) mengganti citra di bahasa sumber dengan citra standar bahasa target, *every tide-water dog* menjadi *semua anjing salju,* (3) menerjemahkan metafora dengan kiasan, *the moon-flooded snow* menjadi *gundukan salju seputih rembulan,* (4) mengubah metafora ke dalam maknanya, *the foot of Lake Le Barge* menjadi *ujung Danau Le Barge,* (5) menghapus metafora *all'll go well and the goose hang high* menjadi *semuanya akan berjalan baik.*

Kata Kunci: *penerjemahan, metafora, strategi penerjemahan, kognitif semantik.*

Abstract

The cognitive approach can be an alternative to understand the translation of metaphor. In the cognitive semantics, the notion of metaphor stands for the expression of abstract concepts in the form of empirical ones. This study focuses on analyzing the cognitive approach to translate metaphor in a novel, *The Call of the Wild* by Jack London. This study uses descriptive qualitative method and to analyze the data, it uses theory by Lakoff and Johnson (1980a) cognitive approach to translate metaphors, and Newmark (1988b) the strategies to translate metaphors. The result of this study showed that the cognitive semantics in the strategies to translate metaphor does not make any different in meaning, because the author still gives the appropriate of meaning of metaphor in the translated version of this novel. The strategies to translate metaphor consist of (1) reproducing the same image in the target language, , *the heart of civilization* into *jantung peradaban,* (2) replacing the image in the SL with standard TL image, *every tide-water dog* into *semua anjing salju,* (3) translating metaphor by simile, *the moon-flooded snow* into *gundukan salju seputih rembulan,* (4) converting a metaphor to its sense, and (5) deleting the metaphor, *all'll go well and the goose hang high* into *semuanya akan berjalan baik.*

Keywords: *translation, metaphor, translation strategy, cognitive semantics.*

INTRODUCTION

The existence of a lot of various languages impacts in the exchange of information. The appear of translation gives a solution for this divesity. Even though, translation is an difficult work, translation is a text-processing activity to find out the closest natural equivalent message from the source language and reproduces to the target language, in terms of meaning and style which requires careful evaluation of several outwardly contradictory elements. It means that the result of translation may be close each other, but they cannot identity in detail (Nida & Taber, 1982). The translator should have linguistics skill and culture knowledge, this skill and knowledge cannot assurance that the translator will have any problem at all in translating a work.

An author has a particular purpose in their works which use certain language structure and culture. This choice helps the author to represents their purpose in their works. Because of this choice, a translator must have conscious of the component inside the text which will be translated. Every author has different style in writing which needs different ways to translate it. According House (2009) translating is an act of across culture communication because of the involvement of both languages and cultures. A text only can be understood, if the cultural context in the source and target language consider together.

As one of the important translation problems, translation usually have influenced from the culture. Therefore, the translator must be considered with awareness in translating metaphor. in the Merriam-Webster dictionary, metaphor first uses at 15th century The origin is from Middle English *methaphor* which means *'to transfer'*. It is a figure of speech, a word or phrase literally refers one kind of object or idea to another thing in order to show a similarity or analogy between them.

Acceptable translation of conceptual metaphor must deeply recognize intercultural ties. Therefore, the cognitive approach can be an alternative to understand the translation of metaphor. The cognitive approach to translate metaphor means the translation is the process of intercultural is very hard in translating the metaphor sufficiently. Based on the cognitive semantic, the idea of metaphor views the acknowledgment or expression of abstract ideas in type of experiential ones. Lakoff and Johnson (1980) stated that the metaphor has the nature in understanding one idea in another source. Perhaps, cognitive approach concerning to metaphor which is a response of curiosity about the technique we embody or understood in the matters of abstract domain such as time, love, justice, or the ideas.

From the statement, this study focuses on analysing the cognitive approach to translate a metaphor in novel, *The Call of the Wild* by Jack London. This novel is from an author, Jack London, a short adventure novel which published by Macmillan in 1903. The translated version in Indonesia published in 2016 by PT Gramedia Pustaka Utama which entitled *Panggilan Alam Liar,* this Indonesian version translated by Eko Indriantanto. The purpose of this study is to describe how translating the metaphor in *The Call of the Wild* novel into Indonesian uses cognitive approach.

This study uses some related theories to describe how translating the metaphor in *The Call of the Wild* novel into Indonesia uses cognitive approach, such us; Lakoff and Johnson (1980) cognitive approach to translate metaphors, and Newmark (1988b) the strategies to translate metaphors.

RESEARCH METHOD

This study uses descriptive-qualitative method in getting and describing about the cognitive approach to translate metaphor in Jack London's *The Call of the Wild.* The data found is analyzed and interpreted systematically depends on some related theories which is used in this study.

Source of the data in the study means from where the data is obtained, meanwhile, data is factual information which is collected by researcher for answer the statement

of the problem (Marshall 2006). The source of data is the form two sources because translation involves two languages, the source language text, *The Call of the Wild* written by John London (1903), and the target language text, *Panggilan alam Liar* translated by Eko Indrianto (2016). The data of this research are innthenform of words, phrases, or sentences which are taken by the script of *The Call of the Wild* and Indonesian version *Panggilan alam Liar*. The words or sentences which are being taken are they which have probabilities to forming metaphorical expression.

Based on the statement of Miles and Huberman (1994), the analysis of a qualitative data is separate into three steps. Those steps are data reduction, data display and the conclusion drawing of the analysis.

RESULT AND DISCUSSION

In the cognitive study of metaphor an emphasis is made on the psychological as well as the socio-cultural and linguistic aspects of metaphor. The determiner of the translatability of a Source Language metaphor is not its 'boldness' or 'originality,' but rather the extent to which the cultural experience and semantic associations on which it draws are shared by speakers of the particular.
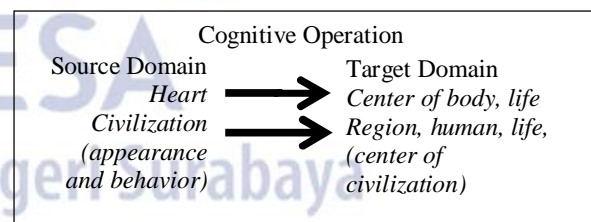
Based on collected data, it was found that the translator of *The Call of the wild* employed seven strategies to translate metaphor from Newmark (1988b). finding the meaning of metaphor, it use two kind of dictionaries, there are *Cambridge Advanced Learner's Dictionary 3rd Edition* to find the meaning of metaphor in source language, and *An English-Indonesia Dictionary by John M. Echols and Hassan Shadily,* to find the meaning from source language to target language. The result of this study, there are 86 translations of metaphors have been found in *The Call of the Wild* novel. The analysis of strategies to translate metaphor in *The Call of the Wild* novel only found five among seven strategies which are used to translate 86 metaphors. The explanation conducts one data to analysis in every strategy.

Cognitive Semantics in Strategy of Reproducing the Same Image in the Target Language

The following analysis is describing the cognitive approach to translate metaphor in *The Call of the Wild novel.* The strategy of translation which is analyzing is strategy of reproducing the same image in the target language.

Source	Target
*Buck's first day on the Dyea beach was like nightmare. Every hour was filled with shock and surprise. He had been suddenly jerked from **the heart of civilization**...*	*Hari pertama Buck di pantai Dyea bagaikan mimpi buruk. Setiap jam selalu ada kejutan. Ia tiba-tiba direnggut dari **jantung peradaban**...*

A metaphor is a cognitive illustration of recurrent experience which contains a close-fitting correlation between two dimensions of experience. The experience for metaphor *'the heart of civilization'* is the appearance of *'heart'* which is transferred into *'civilization'*. *'Heart'* is related to the main part of the body of creatures which give them life, but *'civilization'* is an object not a creature. It means civilization does not need heart to life, but foot still can be part of the civilization which is placed in the center of civilization.

Cognitive Operation
Source Domain → Target Domain
Heart → *Center of body, life*
Civilization → *Region, human, life,*
(appearance and behavior) → *(center of civilization)*

*He had been suddenly jerked from **the heart of civilization**...*

(Interpretation: *he does not live in the center of civilization anymore.)*

*Ia tiba-tiba direnggut dari **jantung peradaban**…*

(Interpretation: *he does not live in the center of civilization anymore.)*

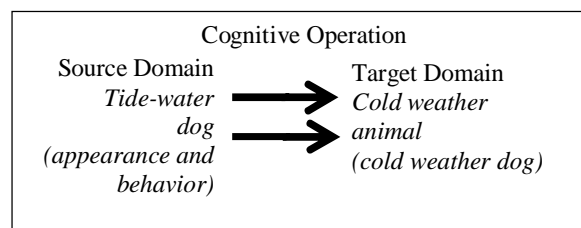| Source	Target	Strategies
Buck's first day on the Dyea beach was like nightmare. Every hour was filled with shock and surprise. He had been suddenly jerked from the heart of civilization…	*Hari pertama Buck di pantai Dyea bagaikan mimpi buruk. Setiap jam selalu ada kejutan. Ia tiba-tiba direnggut dari jantung peradaban…*	Reproducing the same image in the TL

The strategy which is used to translate metaphor *'the heart of civilization'* is translating metaphor by reproducing the same image in the target language. The source language of the metaphor '*the heart of civilization'* was turned into target language '*jantung peradaban'*. In term of meaning, there is no changing at all.

Cognitive Semantics in Strategy of Replacing by the Image in the Source Language with a Standard Target Language Image

The following analysis is describing the cognitive approach to translate metaphor in *The Call of the Wild novel*. The strategy of translation which is analyzing is replacing by the image in the source language with a standard target language image.

Source	Target
Buck did not read the newspapers, or he would have known that trouble was brewing, not alone for himself, but for every tide-water dog, strong of muscle and with warm, long hair, from Puget Sound to San Diego.	*Buck tidak pernah membaca koran, atau ia akan tahu bakal ada masalah, bukan hanya menimpanya, tetapi juga menimpa semua anjing salju berotot kekar dan berbulu hangat panjang yang berada di Puget Sound hingga San Diego.*

A metaphor is a cognitive representation of recurrent kind of experience which involves a tight correlation between two dimensions of experience of source and target domain. The experience of the metaphor *'every tide-water dog'* is the appearance of *'tide-water'* which related with the weather of water, cold. In the next phrase mentioned '*strong of muscle and with warm, long hair'*, this phrase also refers to the dog appearance that the dog has warm and long hair. This *'tide-water dog'* represents a dog which lives in cold weather area in *'from Puget Sound to San Diego'* which has subtropical climate.

Cognitive Operation

Source Domain
Tide-water dog
(appearance and behavior)
→→
Target Domain
Cold weather animal
(cold weather dog)

Every tide-water dog, *strong of muscle and with warm, long hair,*
(Interpretation: *every dog which lives in cold weather has warm and long hair.*)
semua anjing salju *berotot kekar dan berbulu hangat panjang*
(Interpretation: *every dog which lives in snow area has warm and long hair.*)
In target language this metaphor change the image but still has the same way to look for the sense, '**semua anjing salju** *berotot kekar dan berbulu hangat panjang',* this translation only change '*tide-water'* into '*salju'*.

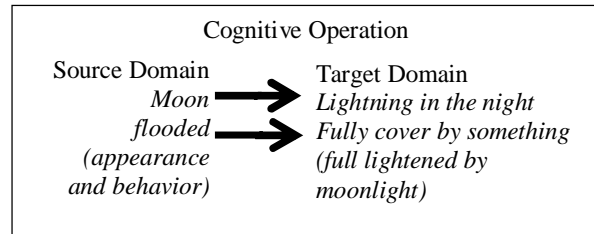| Source	Target	Strategies
…but for every tide- water dog, strong of muscle and with warm, long hair, from Puget Sound to San Diego.	*…tetapi juga menimpa semua anjing salju berotot kekar dan berbulu hangat panjang yang berada di Puget Sound hingga San Diego.*	Replacing the image in the SL with a standard TL image

The strategy which is used to translate metaphor *'every tide-water dog'* is translating metaphor by replacing the image in the source language with a standard target language image. This strategy is used causing of there is no image which resembles exactly to the *'tide-water'* and which does not appropriate with the target language culture. The target language replaced *'tide-water'* which means *'air pasang'* into *'anjing salju'*.

Cognitive Semantics in Strategy of Translating Metaphor by Simile

The following analysis is describing the cognitive approach to translate metaphor in *The Call of the Wild novel.* The strategy of translation which is analyzing is translating metaphor by simile in the target language.

Source	Target
*Then Buck sprang in and out; but while he was in, shoulder had at last squarely met shoulder. The dark circle became a dot on **the moon-flooded snow** as Spitz disappeared from view.*	*Kemudian Buck meloncat maju dan mundur; tetapi saat ia meloncat maju, akhirnya bahu kembali bertemu bahu. Lingkaran hitam berubah menjadi titik di atas **gundukan salju seputih rembulan** ketika Splitz menghilang dari pandangan.*

A metaphor is a cognitive representation of recurrent kind of experience which involves a tight correlation between two dimensions of experience which involves a tight correlation between two dimensions of experience of source and target domain. The experience of the metaphor *'the moon-flooded snow'* is the appearance of *'moon-flooded'* which has sense full lightened by moonlight.

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                    Cognitive Operation

Source Domain                    Target Domain
        Moon      ──────▶    Lightning in the night
    flooded       ──────▶    Fully cover by something
 (appearance                  (full lightened by
  and behavior)                moonlight)
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*On **the moon-flooded snow** as Spitz disappeared from view.*

(Interpretation: *snow land which full lightened by monlight .)*

*di atas **gundukan salju seputih rembulan** ketika Splitz menghilang dari pandangan.*

(Interpretation: *white colour of snow as white as moonlight.)*

Source	Target	Strategies
*Then Buck sprang in and out; but while he was in, shoulder had at last squarely met shoulder. The dark circle became a dot on **the moon-flooded snow** as Spitz disappeared from view.*	*Kemudian Buck meloncat maju dan mundur; tetapi saat ia meloncat maju, akhirnya bahu kembali bertemu bahu. Lingkaran hitam berubah menjadi titik di atas **gundukan salju seputih rembulan** ketika Splitz menghilang dari pandangan.*	Translating metaphor by simile

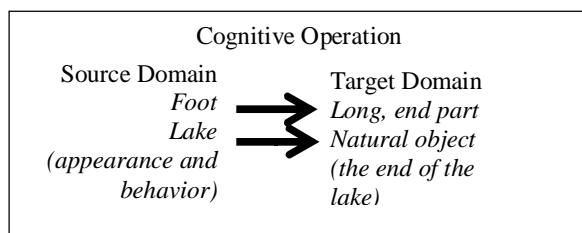The strategy which is used to translate metaphor *'the moon-flooded snow'* is translating metaphor by simile. This strategy is modifying an emotive metaphorical expression to suit the target language. The translation of metaphor in target language was changed into *'gundukan salju seputih rembulan'*. The modification an emotive metaphorical expression is happened to translate *'moon-flooded',* literally, in target language it means *'dibanjiri rembulan'*. It produces strange meaning in TL, then it modifies into *'seputih rembulan',* which is the simile of moon.

Cognitive Semantics in Strategy of Converting a Metaphor to its Sense

Translating metaphor by converting a metaphor to its sense is a strategy where the image of the source language is reduced to its sense and rewritten to suit the target language. For comparing the source language text with the target language text, it uses a table to make easier comparison.

Source	Target
In one run they made a sixty-mile dash from **the foot of Lake Le Barge** *to the White Horse Rapids*	*Dalam satu kali perjalanan mereka berhasil menempuh enam puluh mil dari* **ujung Danau Le Barge** *ke White Horse Rapids.*

A metaphor is a cognitive representation of recurring experience which covers a close-fitting connection between two dimensions of experience. The experience for metaphor *'the foot of Lake Le Barge'* is the appearance of *'foot'* is transferred into *'lake'*. *'Foot'* is related to the lower part of the body of creatures which uses to stand and walk, but *'lake'* is a natural object not a creature. It means lake does not have foot to stand or walk, but foot is still part of the lake which is placed in the end of the lake.

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                Cognitive Operation
Source Domain
      Foot          Target Domain
      Lake     ⟹    Long, end part
(appearance and     Natural object
   behavior)        (the end of the
                    lake)
```

In one run they made a sixty-mile dash from **the foot of Lake Le Barge**...
(Interpretation: *they run through the end of the lake.*)
Dalam satu kali perjalanan mereka berhasil menempuh enam puluh mil dari **ujung Danau Le Barge…**
(Interpretation: *they run through the end of the lake.*)

Source	Target	Strategies
In one run they made a sixty-mile dash from **the foot of Lake Le Barge** *to the White Horse Rapids*	*Dalam satu kali perjalanan mereka berhasil menempuh enam puluh mil dari* **ujung Danau Le Barge** *ke White Horse Rapids.*	Converting a metaphor to its sense

The strategy which is used to translate metaphor *'the foot of Lake Le Barge'* is translating metaphor by converting a metaphor to its sense. This strategy is dropping the image of the source language to the sense and revised to suit the target language. The translation of metaphor in target language was changed into *'ujung Danau Le Barge'*. The reduction of the image of *'foot'*, literally, in target language it means *'kaki'*. The sense of *'foot'* is lower part of body, but *'lake'* cannot have foot because it is not creature. Consequently, the translation of warm in target language is *'ujung'* or *'end'* which also represents foot as the end of body.

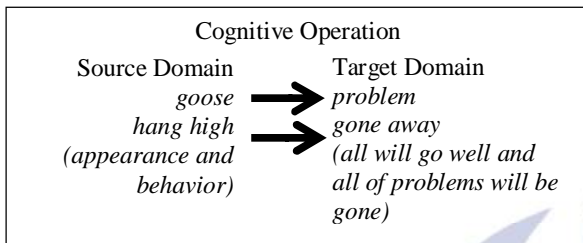**Cognitive Semantics in Strategy of Deleting**

The strategy to translate metaphor by deleting is used if the metaphor is redundant or serves no practical purpose, there is a case for its deletion, together with its sense component.

Source	Target
Be a good dog and **all'll go well and the goose hang high**. *Be a bad dog, and I'll whale the stuffin' outa you. Understand?"*	*Jadilah anjing baik, dan* **semuanya akan berjalan baik**. *Jadilah anjing yang nakal, dan aku akan memukulimu hingga babak belur. Kau mengerti?*

A metaphor is a cognitive representation of recurrent kind of experience which involves a tight correlation between two dimensions of experience which involves a tight correlation between two dimensions of experience of source and target domain. The phrase *'all'll go well and the goose hang high.'* is a metaphor which has experience

in the appearance and the behavior of *'the goose hang high'* is a goose bird which flies high in the sky, but it has a sense of all the problem is solving. The sense of *'all'll go well and the goose hang high'* is all will go well and all of problems will be gone.

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Cognitive Operation
Source Domain          Target Domain
    goose         →    problem
    hang high     →    gone away
    (appearance and    (all will go well and
    behavior)          all of problems will be
                       gone)
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Be a good dog and **all'll go well and the goose hang high**.

(Interpretation: *being a good dog will make all go well.)*
Jadilah anjing baik, dan **semuanya akan berjalan baik.**
(Interpretation: *being a good dog will make all go well)*

Source	Target	Strategies
Be a good dog and **all'll go well and the goose hang high**. *Be a bad dog, and I'll whale the stuffin' outa you. Understand?"*	*Jadilah anjing baik, dan* **semuanya akan berjalan baik.** *Jadilah anjing yang nakal, dan aku akan memukulimu hingga babak belur. Kau mengerti?*	Deleting

The strategy which is used to translate metaphor '*all'll go well and the goose hang high*' is translating metaphor by deleting. In target language, it is translated become *'semuanya akan berjalan makmur'*. This metaphor is redundant, in target language the meaning of '*the goose hang high*' is *'keadaan baik, mengalami keadaan yang makmur'*. This meaning has similar meaning from the previous phrase '*go well*' which means *'berjalan baik'* in target language. For the efficiency of sentence, the recent metaphor '*all'll go well and the goose hang high*' was deleted, because it is already represented.

CONCLUSION

Conclusion

The results explain that the easier way to translate metaphor in *The Call of the Wild* novel is the first strategy, reproducing the same image in the Target language. The first strategy only needs to translate literally from the source language to the target language. *A red-eyed devil,* in target language translate to *iblis bermata merah,* The result of the data showed that the cognitive approach to translate metaphor in *The Call of the Wild,* it does not make any different in meaning, because the author still gives the appropriate sense of meaning of metaphor in the translated version of this novel.

Suggestion

Any suggestion and constructive criticism will gladly be welcomed to make this study better. Hopefully, it can be a reference for future studies in translation. Last but not least, this study is expected to help scholars have better understanding on how a cognitive semantics approach in metaphor translation have a great influence on the delivery of message in the novel *The Call of The Wild*. The author of this novel, Jack London, uses metaphor to tell the story of the main character, Buck. Even though, Buck is a dog, the story uses human life perspective by using metaphor to tell the life of Buck and other dogs.

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