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#### **Abstract**

A place name generally is translated from source text into the target text by preserving it, but when it is used as metonymy, it will need another strategy, as it carries additional contextual references and inferences. The translation of metonymy has been widely discussed from figurative translation method to cognitive approach, all agrees on the cultural context which is embedded in metonymy. This paper aims to propose strategies in translating place name metonymy which is most unlikely to be preserved during translation and to suggest taxonomy of possible result. The translation will adopt strategy from Baker (2011) description on translating non-equivalence at word level. The study is descriptive qualitative. The result shows that the place name metonymy will not be preserved as it is and shall be translated with possible strategies such translation by general words and loan words plus explanation. Thus, the place name metonymy is most likely lost during translation.

## Keywords:

Metonymy Translation; Place Name Metonymy; Cultural Context.

## **Abstrak**

Nama tempat umumnya diterjemahkan dari teks sumber ke text sasaran dengan mempertahankan nama tempat tersebut, tetapi jika digunakan sebagai metonimia, maka strategi tersendiri dibutuhkan dalam proses penerjemahan karena metonimia nama tempat mengandung referensi dan inferensi kontekstual. Penerjemahan metonimia banyak dibahas baik dalam pendekatan figuratif maupun pendekatan kognitif, dan pendekatan-pendekatan tersebut sepakat akan adanya konteks budaya yang terkandung dalam metonimia. Tulisan ini bertujuan untuk mengajukan strategi yang dapat digunakan dalam penerjemahan metonimia nama tempat yang sangat kecil kemungkinannya untuk tetap dipertahankan dalam teks sasaran. Proses penerjemahan akan mengadopsi strategi yang dipaparkan oleh Baker (2011) dalam penerjemahan ketidaksepadanan pada tingkat kata. Kajian ini menggunakan metodologi deskriptif kualitatif, dan dari hasil penerjemahan menunjukkan bahwa metonimia nama tempat tidak dapat dipertahankan dalam teks sasaran dan harus

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diterjemahkan dengan beberapa strategi diantaranya mengganti dengan kata umum dan menggunakan kata pinjaman ditambah dengan keterangan. Dengan strategi tersebut, sifat metonimia nama tempat akan hilang dalam proses penerjemahan.

#### Kata Kunci:

Penerjemahan Metonimia; Metonimia Nama Tempat; Konteks Budaya.

## 1. INTRODUCTION

# 1.1 Background

There are few problems that are faced by translators in translating text from source language to target language. Nord (2005) categorizes translation problems into four categories: text-specific translation problems; pragmatic translation problems; cultural translation problems and linguistic translation problems, whereas Baker (2011) asserts that common types of non-equivalence can be faced by translators at several levels: lexical (word level and above-word level), grammatical level, textual and pragmatic level.

As the goal of a translator is to reach the most equivalent translation from source text to target text, then the first stage shall be done is to identify the possible cause of non-equivalence, which one of them is the non-equivalence problem at word level. Baker (2011) asserts that culture-specific concept in a word as one of the common problems of non-equivalence at word level. This culture-specific extends from the social historical aspect, to the particular naming of a concept that is attached to social and political context of particular society. One of the types of words that heavily contain a culture-specific concept is metonymy.

The use of metonymy in everyday discourse, particularly place name metonymies is very pervasive. Littlemore (2015) asserts metonymy as "a figure of language and thought in which one entity is used to refer to or in cognitive linguistic terms 'provide access to' another entity to which it is somehow related".(p.4) In Indonesian context, the word *Senayan* (The area on which the Indonesian House of Representatives and Parliament office is located in Jakarta) and

Istana (The Presidential Palace located in Jakarta) are frequently used in Indonesian media and political discourse. As Indonesian speakers, there will be no difficulties to interpret the meaning of each metonymy, the first is metonymic for House of Representatives and its members, and the latter refers to the Presidential Palace with the related offices that supports presidential institution.

Thus, the use of *Senayan* in (1) and (2) below is different. Sentence (1) is used as actual place name, whereas sentence (2) is metonymically used.

- (1) "Kantor Kemenpora terletak di Senayan."

  The office of Ministry of Youth and Sports is located in Senayan.
- (2) "Daftar Calon Legislatif yang berhasil ke Senayan."

  List of Legislative Candidates who are successful to Senayan.

The metonymic use of *Senayan* in sentence (2) carries extensive schematic inferences related to the particular institution with a high political sphere for the Indonesian people. This schematic and encyclopedic knowledge will be untranslatable into other text as they are based on the cognitive and conceptual level of Indonesian people toward the metonymy and is culturally dependent. Kecskes (2013) discusses encyclopedic knowledge and its structure in role in meaning creation and comprehension in relation with socio-cultural context. Then, when it is translated by preserving the place name, the non-equivalence will rise from the sentence (2) when metonymic use of *Senayan* is translated without considering its metonymic function and will lose its socio-cultural context.

The aim of this paper is to propose some translation strategies to use in translating place name metonymy by adopting some strategies from Baker (2011) when dealing with non-equivalence at word level. The study is expected to provide another perspective on metonymy translation, particularly place name translation which is culturally dependent and very much attached to the source language contextual aspects.

## 2. Literary Review

The use of proper name metonymy is pervasive, Adam (2018) reports the use of Bill Gates as metonymy in Corpus of Contemporary American English (COCA) and reports that some of characteristics of the use Bill Gates as metonymy based on his well-known traits, such as philanthropist and a successful drop-out college. Whereas in another study, Adam (2019) also examines the metonymic use of *Cendana*, the place name metonymically used in Indonesian media discourse to refer to Indonesian second president, Soeharto and his family.

In this study, the metonymy is defined from the cognitive linguistics perspective. Thus, metonymy is viewed as something that not as an artistic or instrumental use of words, but rather, it encompasses that particular frame and concept from cognitive level. Lakoff and Johnson (1980) view metonymy from cognitive perspective and define metonymy from cognitive view as the use of one entity to stand for another which is related to it. Furthermore, they agree that metonymy is systematic and is not primarily referential function, but it also contributes to understanding. One of the systematic examples given is PLACE FOR INSTITUTION as in : White House for US President and Downing Street for British Prime Minister.

Radden & Kovecses (1999) share the same cognitive view and define metonymy as "a cognitive process in which one conceptual entity, the vehicle, provides mental access to another conceptual entity, the target, within the same idealized cognitive model, whereas Barcelona (2004) agrees that metonymy is a conceptual projection or mapping in a single, asymmetric mapping, with no counterpart matching.

In English media discourse, the use of metonymy of place for institution is common, some other examples are the use of Capitol Hill in US or Westminster in UK. Those two metomymies are among few place name metonymies that become the focus of this paper and will be translated using adaptation of Baker (2011) proposal of translating non-equivalence at word level.

Brdar & Brdar-Szabó (2014) states that a discussion of metonymy translation is a two way things, on one side, it is interesting to find out metonymic expressions should be translated in a given context, and on the other side, it is interesting to find out how and why something could or should be translated by means of metonymic expressions, which in this study both sides are attempted to be addressed.

There are few proposed approach that can be used in translating metonymy, by adapting figurative language strategies (Chesterman, 1997; Larson, 1998), to cognitive approach as provided by Mandelbilt (1995). Brdar & Brdar-Szabó (2014) provides the possibilities of results during metonymy translation. In this paper, the translation of place name metonymy will adopt Baker (2011) in dealing with non-equivalence at word level, since the strategy is not specifically for metonymy translation, then necessary adaptation will be made.

The aim of this paper is to propose translation strategies to use in translating place name metonymy and its taxonomy. The place name metonymy will be translated using the strategies that are described by Baker (2011,pp 23-44) in dealing with non-equivalence at word level, they are: translation by a more general word; translation by a more neutral word; translation by cultural substitution; translating using a loan word or loan word plus explanation; translation by paraphrase using a related word; translation by paraphrase using unrelated words; translation by omission; and translation by illustration. Then, Further analysis will be conducted to measure whether or not the metonymic inferences is preserved or lost during translation.

## 3. Methodology

This study is qualitative descriptive, there are eight source texts used in this paper that are purposively chosen. The eight metonymies

that are taken from news headline both from American Newspaper and British Newspaper to respectively represent each social political context of metonymy. Each source text with name metonymy that refer to an institution will be translated by firstly identifying the context behind the metonymy and what it refers to and to analyze what best strategies that can be used for each particular metonymy including how the particular metonymy lost its metonymic inferences after translation. As mentioned in previous sub-section, Baker (2011) and Brdar & Brdar-Szabó (2014) during translation and analysis stage is adopted with adaptation to fit each particular place name metonymy translation process.

#### 4. Discussion

# 4.1. Place Name Metonymy Translation

Translator's judgment on deciding whether or not the metonymy from the source text is substituted or is preserved also relies on sociolinguistics aspect of the targeted audience or reader; from readers' social background, the purpose of the target text translation, the context of use, and other sociolinguistics aspects related. It is also very important to be able to identify whether or not the source text metonymy is a concept that is so common and popular which will enable reader of target text to render the meaning even if the metonymy is preserved or is literally translated. In this paper, the focus of discussion will be on the place name metonymy translation strategy.

In this section, the first column is the source text taken as the example from the real data corpus from online media; the second column refers to the cultural background and explanation of the metonymy. The Cultural background includes within the social, political, historical and contextual background which will enable the place name to become a metonymy in source language, whereas the third column is the proposed translation. The proposed translation given is intended for the target text audience with general background,

i.e: not from particular field of profession or field, as this will also affect the proposed translation.

The following text 1, uses Broadway as metonymy. Broadway itself is the name of a street in New York where many of popular theaters are located. Broadway has long been used as the metonymy of American Theatrical Industries.

Text 1 (Miller, 2020)

Source Text	Cultural Context of	Proposed Strategy :
	Metonymy	Loan words plus
		explanation
Broadway will	Broadway is the	Teater Broadway
remain shut down for	name of the street in	akan tetap tutup
another eight	New York where	hingga delapan bulan
months.	clusters of theater are	kedepan.
	located. The street	
	name then is used as	
	metonymy of	Literal:
	American theatrical	Broadway Theater will
	Industries <u>.</u>	remain shut down till
		the next eight months.

In Indonesian context, there is no equivalence place which serves equal as Broadway as the center of theatrical and other show business industries. The proposed translation above by preserving the source metonymy plus explanation could be adopted and will be comprehensible if the audience are the people with enough knowledge industry, such as, the reader of entertainment media, otherwise, without sufficient knowledge, reader shall be provided with more explanation such as the location of the theater, and the explanation that Broadway is a place where the clusters of theater in New York is located. The theater clusters involve student taking courses on plays, playwaright, performance and other related theatrical production.

Other additional explanation that can be given after the Broadway in the target text is *panggung* Broadway (The stage of Broadway), or *pertunjukan* Broadway (Broadway shows), and if the

target text is intended for the audience of show business industry, preserving it without further explanation will also be an option.

In the text 2, the street name in London is used metonymically to refer to Central Criminal Court.

Text 2 (Mulhern, 2020)

Source Text	Cultural Context of	Proposed Strategy:
	Metonymy	Translation by a general
		word plus city name
Democracy Dies in The	Old Bailey is the street	Matinya Demokrasi di
Old Bailey.	name in London on	Pengadilan London.
	which The Central Criminal Court of England and Wales is	Literal: The Death of Democracy in London Court.
	located.	

Text 2 uses the Old Bailey as metonymy for criminal court in London, as it is now very well-known in Indonesian reader or audience, then the best strategy to translate it is by using Indonesian equivalent of general word plus the city name on which the court is located in the source text. This strategy results non-metonymy in target language.

There could be also other optional translation result, should the translator has an excellent knowledge on the British legal system which enable the translator to find the equivalence of the Old Bailey (Central Criminal Court) to Indonesian courts system, then enable the translator to add additional explanation, whether it will be equivalent with *Pengadilan Negeri* (District Court) or *Pengadilan Tinggi* (High Court). Thus, in the text 2 above, the translator's knowledge contextual understanding and the knowledge on field of discourse, in this case, on the comparison between source text legal institution system and target text legal institution system will make the translation result more natural.

In text 3, Westminster is an area in London where most of government buildings are located. It is commonly used as metonymy to refer to both United Kingdom Parliament and United Kingdom Government. In the following context of the news in text 3, the

metonymy refers to UK Government. Thus, the follow-up and comprehensive textual understanding is a must in achieving the correct referent of place name metonymy that refer to more than one institution.

Text 3 (O'Neill, 2020)

Source Text	Cultural Context of Metonymy	Proposed Translation: Translation by a general word plus country name
Westminster denies	Westminster is an area	Pemerintah Inggris
Scottish Govt claims	in central London	membantah tuduhan
on Covid test delays.	where the building of	pemerintah Skotlandia
	UK Parliament and UK	atas penundaan test
	Government are	Covid.
	located.	Literal: The English Government denies Scottish Government claims on the delay of Covid test.

On the particular use of Westminster in text 3, as it may refer to two referents, it is very important to first comprehend the whole text to be able to identify what it refers to as metonymy. Thus, during the translation process, the equal institution in target text can be provided. From the text 3, it can be seen that when Westminster is translated, it has lost its metonymic function along with its inferences since in the target text the result is non-metonymic. Furthermore, there will be two options to choose when translating Westminster as UK Government, which is Pemerintah Britania Raya or Pemerintah Inggris, nevertheless, author assumes using *Pemerintah Inggris* is commonly used.

The sufficient knowledge on United Kingdom and Great Britain governmental system will also affect the translator's choice in what term will be used in the target text. It means that translator's pre-existing knowledge on the field of the discourse is significantly important.

In text 4, The Unites States' congress building is metonymically referred as Capitol Hill.

Text 4 (Mulhern, 2020)

Source Text	Cultural Context of	Proposed Translation:
	Metonymy	Translation by a general
		word plus country name
Drowning deaths of	Capitol Hill is the	Tenggelamnya tiga
three kayakers in	residential	pendayung kayak di
southwest Missouri	neighborhood in	baratdaya Missouri
getting attention on	Washington where the	mendapatkan perhatian
Capitol Hill.	building of the US	dari <b>anggota kongres</b>
	Congress office is	AS.
	located.	
		Literal:
		The Drowning of three
		kayakers in Southwest
		Missouri getting
		attention from US
		Congress member.

The translation strategy used in text 4 above is translation by a more general word. Although the Capitol Hill itself more common as it is widely used in popular Hollywood movie, but for general reader and audience of source text, the best strategy is to translate the metonymy by using a more general word from target language. This strategy then results a non-metonymy in target text.

Another metonymy used in British English to refer to a parliament office is the Holyrood that is used to refer to Scottish Parliament. Therefore, the use of this metonymy will be understood and interpreted well for people from United Kingdom as they have the pre-existing knowledge on what Holyrood refers to. As for other native speaker of English which are not originated from United Kingdom, they will need to further research the referent of Holyrood as metonymy, and will hardly understand the metonymy automatically. Thus, when it is translated, the best strategy to use is using general word plus country name.

Text 5 (The Courier, 2020)

Source Text	Cultural Context of	Proposed Translation:
	Metonymy	Translation by a general
		word plus country name
<b>Holyrood</b> refuses to	Holyrood is the name	Parlemen Skotlandia
give consent to Boris	of an area in Edinburg,	menolak menyetujui RUU
Johnson's EU	Scotland, the location	Boris Johson terkait
Withdrawal Bill.	of Scottish Parliament	penarikan diri dari Uni
	building.	Eropa.
		Literal:
		Scottish Parliament
		refuses to approve Boris
		Johnson's Bill on EU
		Withdrawal.

As the Holyrood is somehow an unfamiliar concept for non native speaker of British English, then the metonymy will not be preserved during translation into the target text, instead, the translation by a more general word is used. This process has on the text 5 results a non-metonymy in the target text.

Capitol Hill and Holyrood are both metonymy examples for Parliamentary offices that are based on place names. Although Indonesian language has *Senayan* as place name metonymy that commonly used both for House of Representatives and Parliamentary office which can equally serve the same function, but *Senayan* cannot be used to substitute those metonymies, since each particular metonymy are very cultural context related and can only specifically refer to which the parliament office is located.

In text 6, the famous Downing Street where the office of British Prime Minister is located has been used metonymically to refer to British Prime Minister.

Text 6 (Boscia, 2020)

Source Text	Cultural Context of	Proposed Translation:
	Metonymy	Translation by a general
	word plus country na	
Downing street	Downing Street No.10	<b>PM Inggris</b> menolak

refuses to call for	is the official address	untuk meminta warga
Londoners to go back	of the British Prime	London kembali bekerja.
to work.	Minister located in London.	Literal: English Prime Minister refuses to ask Londoner to go back to work.

The use of Perdana Menteri Inggris (English Prime Minister) is chosen because this term is commonly used as the common translation of British Prime Minister. The other more suitable lexical equivalent translation is *Perdana Menteri Britania Raya*, but has not been used in general when referring to British Prime Minister into Indonesian language. It can be seen from Indonesian news that on the report of Boris Johnson and is referred as *Perdana Menteri Inggris* as seen one of them in example below taken from Kompas.com news on March 27:

Perdana Menteri Inggris Boris Johnson Positif Terjangkit Virus Corona (Wirawan, 2020)

English Prime Minister Boris Johnson tested Positive for Corona Virus

Thus, the aspect of convention and common known term in the source text shall also become a consideration in choosing the term to be used during the translation. In the text 6, the translation results a non-metonymy in the target text.

Wall Street as used in text 7 is actually not a new concept in economic discourse, when it is intended for people from the economic field, preserving the metonymy in the target text will be the best strategy as the audience have the knowledge on the exact referent with all the related inferences. But if the result of translation in target text is intended for general reader, then the best possible strategy to translate the metonymy is by loan words plus explanation, i.e. to preserve the metonymy Wall Street with additional explanation.

Text 7 (Kennedy, 2020)

Source Text	Cultural Context of Proposed Translation	ι:
	Metonymy Loan words plus	
	explanation	
Wall Street Agrees the	Wall Street is the name   Pakar Ekonomi We	all
World Is in Recession,	of a street in <b>Street</b> sepakat dur	иia
Disagrees on Depth.	Manhattan's Financial dalam resesi, teta	грі
	District, New York. tidak sepakat at	tas
	Some financial tingkat keparahannya.	
	institutions located on	
	Wall Street include Literal:	
	New York Stock Wall Street Econom	
	Exchange, US Federal agrees the world is	
	Bank as well as other recession, but disagr	·ee
	big financial on its severity.	
	institutions.	

The popularity of Wall Street is not only well-known in business and financial field, but extends to American popular culture such as movie. Wall Street is one of the most famous streets in the world and is the the financial center of American financial system. It gains popularity owing to its role in International financial system. Thus, making Wallm Street a famous metonymy to refer to all things related to the US investment and US financial Industry. Preserving it without additional explanation during translation will be possible if the target text is intended to the audience/readers from business and economic field with a sufficient knowledge on the concept of metonymy and the whole elements associated with it.

## Text 8 (Davidson & Duehren, 2020)

As for the text 8, although the metonymy is used, but there is an direct literal equivalence in Indonesian language which is "Gedung Putih". Thus, no further strategy needed in translating the metonymy. The popularity of the White House makes the metonymy known abroad even if it is translated in target text. Thus, no further explanation in target text as it can be assumed that even general reader will understand what Gedung Putih refers to.

Source Text	Cultural Context of	Proposed Translation:
	Metonymy	Literal/lexical
		translation.
White House Agrees to	The White House is	Gedung Putih
Democrats' National	official residence and	menyetujui Strategi
Coronavirus-Testing	office of US President	nasional Pengetesan
Strategy.	located in Washington,	Coronavirus Partai
	D.C.	Demokrat.
		Literal:
		White Building agrees to
		the national strategy of
		Coronavirus Testing of
		Democrat Party.

The translation of metonymy in text 8 into literal/lexical target text language also results in a metonymy in the target text, meaningthat even the metonymy is translated at literal/lexical level in the target text, the popularity of the metonymy has helped it to still be interpreted as what it refers to even it has been cross-linguistically changed. Other point worth discussing is that the Indonesian convention and common term for the White House is *Gedung Putih* (literally white building). Although the literal/lexical translation of house is usually *rumah*, but the White House itself does not fit the prototype of common house but it is more likely to fit the prototype of building, which may become one of the reasons on the convention to use the schematic equivalent by using *gedung putih* (lit. white building).

Although Indonesian has *istana* (palace) as the equal social context with the metonymy of White House, but cannot be used in this context, as Indonesian metonymic use of *istana* can only refer to the office of Indonesian President and its administration office, thus, cannot be used to substitute the White House.

From eight texts discussed, there are only two metonymies that are translated by preserving the place name but with additional explanation and still remains as a metonymy although does not fully project all inferences as how the origin of the text would. There is one metonymy that is translated at literal linguistic level, which is white house to *gedung putih* and can retain its metonymic purpose, whereas the other five metonymies are translated into general words with additional city or the country name related to metonymy and have lost its metonymic function.

# 4.2. Proposed Taxonomy on Translating Place Name Metonymy

As asserted by Brdar & Brdar-Szabo (2014) metonymy is very culturally-dependent, and it can be seen from several uses of metonymy above, where place name metonymy has a very high dependency of its cultural context of specific place name, that it is impossible to be preserved.

Author proposes more specific strategies on place name metonymy translation by adopting with adaptation Baker (2011) translation strategies of word level non-equivalence as presented in table 1.

Table 1: Taxonomy of Place Name Metonymy Translation
Strategies

Strategies			
Source Text	(Result in Tar	get	Remarks
	Text)		
	Preserving The	Place	When the metonymy from
	name Metonymy		source text is also well-
	(Metonymy)		known by target text audience.
	Literal/lexical	level	When the metonymy from
D1 N	translation of	place	source text is also well-
Place Name	name metonymy		known in target language,
Metonymy	(Metonymy)		eg. : White House to <i>Gedung</i> Putih
	Loan Words	Plus	The metonymy in source text
	Explanation		is preserved and is added an
			explanation. In this case, the
			place name metonymy is
			common, but is not well-

(Half-Metonymy)	known enough to reach all general audience, e.g. Wall Street and Broadway
general word (plus the	The metonymy of source text is very heavily social and cultural dependent in the source text and is not well-known to the source text audience. E.g : Old Bailey and Holyrood

From the table 1, there are four proposed strategies that can be used during place name metonymy translation, where the three of those strategies are used in this study. Furthermore, there are three possibilities for the result of translation of place name metonymy, the first is metonymy; the second is half-metonymy, which means that the source text place name metonymy can be understood in target text but not all schematic inferences attached to it are transferred, and the third is non-metonymy. Further work will be conducted to discuss the taxonomy above.

#### 5. Conclusion

There are many aspects to be considered in translating place name metonymy which has a highly dependency to cultural and local context; from the translator's judgment on whether or not the metonymy will be well-known in target text audience, the knowledge on the field of discourse to the convention and common usage term as equivalent in target text.

In the aspect of whether or not a particular metonymy is known in target text audience, the more well-known the metonymy is, the bigger chance for it to be preserved in target text and might also be added with an additional explanation. Whereas the less known the particular metonymy, then it might be lost during translation, i.e. it will be translated into general word.

The American place name metonymies tend to be more well-known as it is commonly used also in popular works such as Hollywood movie and songs. The knowledge on American popular cultures provides prerequisite related knowledge to Indonesian audience. As for the metonymy that comes from British English source text, they tend to be a "foreign" or unknown concept when the metonymy is preserved, unless it will be followed by a long explanation.

Translating place name metonymy is only one example among many other lexical level types in translation where the knowledge on the source text's cultural context, the field of discourse, knowing the target audience of the target text, knowing the convention and common term as equivalent in the source text will affect the translator's judgment on what strategy to use and what end result to be achieved.

The proposed target text translation above is made on the basis that the target text audience is of general readers, with a more specific target audience of the target text, the possibility for translation result differences is big, and this could be worth studied in further study.

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