

**Manipulation Of Text in The Indonesian Translation of a Book The Subtle Art of Not Giving a
Fuck: Zauberga's Ideologies (2004)**

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Abstract

This study aimed to analyze the most frequently used of Zauberga's ideology of manipulation in the book *The Subtle Art of Not Giving a F*ck* by Mark Manson. The data collected by: reading, identifying, and analyzing. The objective was to analyze the manipulation that was used in the book by Zauberga's ideology. Many studies that deal with manipulation analysis focused on Dukate's category and there are no studies used self-improvement books as the data, because of that, the researcher wanted to analyze that book using Zauberga's ideology to fill the gap. In addition, this study used a qualitative method. The result of this study shows that there are undetected sentences with 44%, followed by substitution with percentage around 31%, then 10% is addition, deletion with 8%, and the last is attenuation with percentage around 7%. According to the result above, the fourth ideology of manipulation adapted from Zauberga (2004) shows that substitution gets the most dominant frequency with 31%.

Keywords: manipulation, Zauberga's ideology, translation, direct speech

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INTRODUCTION

As part of the eastern country, Indonesia has eastern cultural tendencies, such as the way of dressing until the way how to speak and use language. Indonesia is a country with high attention to the politeness of language not only in the speaking aspect, but also in the writing. Language is as important as natural communication in daily life. It expresses meaning by connecting the signs with the meaning or the contents. It is necessary to have the ability of foreign languages, especially English. It is used in global communication in textual, audio and visual media. In order to get the information contained in it, we need to do translation.

Translation is a very broad topic that has many interpretations depending on the point of view. Translation could be defined as a process of changing the form of the source language into the target language. Larson (1984) stated that translation changes the form. It is the form in the source language substituted by the receptor (target) language, so people could understand and receive the information based on the source text. Translation is also called as a process of interpreting the meaning from the source language so that the result must be suited to the target language that shows the same message.

Translation is used in various senses such as for sociologists, philosophers, social critics, and also linguists. In order to understand translation as a type of behavioral activity in social context, there is Manipulation School that declined the idea who said the target text is the exact reproduction of the source text, but claimed translation as manipulation in order to some purposes refer to sociology and cultural studies that can not be avoided.

Recently, translational manipulation has not received much attention, at least not from English-language academics, Latvian and German. Consequently, the Dictionary of Translation Studies (19997) includes a reference to the Manipulation School but does not define the term manipulation as used in Translation Studies, nor does it provide any examples of manipulation in translation. As a result, the Routledge Encyclopedia of Translation Studies does not mention manipulation at all. The researchers only concentrate on literary text, or on a specific kind of manipulation, typically ignoring other forms of manipulation in favor of ideological or intercultural manipulation. The difficulty in conceptualizing manipulation in translation studies appears to stem from the lack of a thorough definition or explanation of this phenomenon among academics. Every academic has studied a different facet of the manipulation hypothesis. Though the concepts of manipulation and translation as manipulation are not new to translation studies, there appears to be a conceptual gap between them. Although translation scholars began studying this phenomenon in the 1970s', no clear-cut definition, description, or conceptualization of it has yet been provided.

Dukate speculate manipulation in process of translation as the translators performance of text which present an adaptation text for the target audience, think over the cultural, ideological, linguistic and the literary

differences in the cultures, which done by human agent based on certain cultural setting with possible consequences influence by psychology or individual factors in the final result. According to Dukate, there are two kinds of manipulation: Text-Internal manipulation and Text-External manipulation.

Text external manipulation refers to manipulation that takes place outside of the text. This type of manipulation is explained by reference to the polysystem theory which is developed by Itamar Even-Zohar. Text external manipulation struggles for power of texts and cultures, and the various types of literary system. According to Even-Zohar, polysystem is a complex set of systems within the cultures. Text Internal manipulation refers to manipulation that occurs inside the text, such as handling, change-distortion, or improvement. Each kinds of manipulation is divided into three types, namely distortion, handling, and improvement which can be conscious and unconscious. Distortion is changing the purpose or meaning which is not in line with the truth. Distortion can be done by various ways, such as: adding or omitting, changing the tone or meaning of the original. Improvement is a change to make something better. In translation and interpreting, improvement can be some or more elements from the source text or message. The last, manipulation as handling is irreversible alteration brought about by linguistic and/or cultural peculiarities.

Based on Zauberga, there are four kinds of ideological manipulation: deletion, substitution, addition, and attenuation. Deletion or omission is frequently used during Soviet times. It is made due political and moral consideration. Substitution made both in moral grounds and ideological, also the form of softening. Addition is another kind of manipulation that is required as a result of the extensive omissions. Last, attenuation is another frequently employed tactic to “upgrade” or lessen taboo words. Literary works and their translations into Latvian have consistently omitted swear words and offensive language due to the peculiarities (the purist tradition) of the written Latvian language and the literary tradition in Latvia.

According to Bassnet and A Lefevere 2000, all rewrites, regardless of their purpose, reflect a certain ideology and in this way they manipulate literature to function in a certain way. Rewriting is considered a manipulation, and it has two sides: positive and negative. The positive side can contribute to the evolution of literature and society, as it can introduce new concepts, genres, devices and the history of translation is also a history of literary innovation, from the forces that shape one culture to another. On the down side, rewriting can hinder creativity, warp the original, and lead to more manipulation of all kinds.

In researching manipulation, many researchers research it. Sharififar Masoud and Azadi (2016), Klimovic (2015) in her paper entitled about Manipulation in Translation (Exemplified by the Intertextual Elements' Translation) claimed that there is omission or replacement of the intertextual elements in the translation of a Bible, Boeri Julie and Fattah Ashraf (2020), Kenevisi, Omar and Daghigh(2016) , Zulkali, Mahadi. and Abbaspour (2021) in their study stated that in translation, paratext is a vital tool for manipulating ideologies and comments that made by translators as a type of paratext can lead to ideological divergences between source and target texts, which weaken the source text's ideological context. The purpose of this study is to investigate how translators' remarks can subtly reframe texts in new ideological contexts and recontextualize the ideology of the texts. Cintas, Parini and Ranzato (2016) they present a new type of essays by academics from around the globe that address the themes of ideology and manipulation in audiovisual translation. The essays cover a range of audiovisual product types and the various translation modes that are used. Ningtyas (2022) discussed text manipulation in the novel *The Adventure of Tom Sawyer*. The findings indicate that the Indonesian translation text employs six different forms of text-internal manipulation. The most common kind of manipulation is conscious handling, in which the translator primarily used Molina and Albir's (2002) manipulation technique, reduction, to alter the target text. Due to linguistic and cultural differences, it can be assumed that the translator primarily used manipulation by deleting passages from the original text., Klimovich (2016) did research that concerns the phenomenon of ideological manipulation in literary text translation carried out in the Soviet period, which literary text translations into Russian contain numerous examples of ideological manipulation, which was typical of any literary work published during the Soviet era and was influenced by the political system in place at the time, ideological influence, and strict censorship in the Soviet Union. These studies before deal with manipulation where the text is the main subject of the research.

In summary, with the phenomenon of manipulation that is now rampant, this area becomes interesting to be analyzed in order to know what kind of manipulation is used in translation of a text based on Zauberga's (2004) classification of manipulation.

METHODS

The focus of this study is to analyse the manipulation that used by the translator in translating the book *The Subtle Art of Not Giving a Fuck* by Mark Manson in the chapter one until chapter 9. This book is a bilingual

book which has been translated into Indonesian as *Sebuah Seni Untuk Bersikap Bodo Amat* and published by PT. Gramedia, containing 246 pages

This study fits into the category of qualitative research. It deals with the understanding of theory rather than testing of theory or hypothesis (Hadi, 2001:23). This research belongs to the descriptive research category. For this study, in order to draw a conclusion, I have to gather and examine the data, it skips over the numerical data, variables or their relationships (Hadi, 2001:17).

But I also additionally discovered that the qualitative approach and the quantitative one must be combined. The quantitative approach is used to compile the findings by simply calculating and presenting the percentage, whereas the qualitative strategy is used to identify the translator's techniques. According to Susan Stainback in Sugiyono (2013:39) "Each methodology can be used to complement the other within the same area inquiry, since they have different purposes and aims." Because the study's conclusion is present in both qualitative and percentage or quantitative research, it thus combines the qualitative and the quantitative approaches.

The data collected by the researcher by read the book both in English version and in Indonesian version. Second, I gathered the data from the study's object, which consists of direct sentences selected from chapter one to nine of English and Indonesian versions of the book. To facilitate analysis, all the data are then arranged in a table. Third, as an analyzer this means that I have to carefully examine the data using the classification of the manipulation classification by Zauberga's classifications, namely deletion, substitution, addition, and attenuation. Last, in my capacity as a reporter, I present the findings of data analysis along with a thorough justification and percentage.

In this research, I used three steps in analyzing the data. They are transcription, identifying, and classifying. The following is the listed of the steps I used:

1. Transcription

I transferred both the source text and the target text into a written. Then, I extracted the English version into sentences and placed them in line with the Indonesian version.

2. Identification

After writing the data, I compiled them and analyzed it. The data are collected and stored into the table, then I determine the translation technique and the manipulation in translated sentences.

3. Classification

After transcription and identification, I classified the data into the table. They are analyzed by using the related theoretical basis of this study, they are Dukate's manipulation classification and i.e manipulation as improvement, manipulation as handling, manipulation as distortion and Molina and Albir's classification of translation techniques (2002) i.e adaptation. amplification, borrowing, calque, compensation, description, discursive creation, established equivalent, generalization, linguistic amplification, linguistic compression, literal translation, modulation, particularization, reduction, substitution, transposition, and variation.

FINDINGS AND DISCUSSION

The analysis deals with Zauberga's classification of manipulation in the book *The Subtle Art of Not Giving a F*ck* that translated into *Sebuah Seni Untuk Bersikap Bodo Amat*. The result of this analysis was derived from the manipulation in each direct sentence of the book. The result of the analysis will be shown in the tables, which will be followed by the interpretation of the result.

Manipulation

There are no strict definition of manipulation. According to Ducate, manipulation is the interpreter's handling of a text that the result in adaptation of the text for the reader, considering the linguistic, cultural, ideological, and literary differences between the cultures in contact. Based on Zauberga (2004) ideological of manipulation are deletion, substitution, addition, and attenuation. The table below shows the types of ideological manipulation in the book *The Subtle Art of Not Giving a F*ck* based on Zauberga's ideological manipulation.

Tabel 1 Manipulation Result

No	Patterns of Manipulation	Frequency	Percentage (%)
	Deletin	8	8
	Substitution	31	31
	Addition	10	10
	Attenuation	7	7
	Literal translation	44	44
	Total	100	100

Table 1 shows that there are four types of ideological manipulation stated by Zauberga: Deletion, Substitution, Addition, and Attenuation with in the last column is Literal translation. Based on Zauberga's ideological manipulation, there is Substitution as the most frequent ideology with 31 frequency or , addition 10 frequency or , followed by deletion with 8 frequency or , attenuation 7 frequency or , and 44 frequency or is literal translation or there is no manipulation in the sentences.

Deletion

Deletion or omission is frequently used during Soviet times. It is made due political and moral consideration Dukate (2007). Based on the table, there are 8 types of deletion, which explained below:

Source text	Target Text
"My next tour needs to be nothing but stadiums."	"Tur berikutnya harus di stadion."

Back Translation: "Tur saya berikutnya tidak membutuhkan apapun tetapi stadion."

In the table above, the translator deleted the words "be nothing" in the source text, and also omitted "My" into "Tur berikutnya."

Source text	Target text
"There are still monsters in the back of my mind, and there probably always will be, nut they're getting quieter now."	"Masih ada monster di pikiran saya, dan mungkin akan selalu ada, tapi monster it menjadi lebih tenang sekarang."

Back translation: "Disana masih ada monster di belakang pikiranku, dan disana mungkin akan selalu ada, tapi mereka menjadi lebih tenang sekarang."

In the table above, the translator deleted the words "in the back of my mind" in the source text.

Substitution

Substitution made both in moral grounds and ideological, also the form of softening. Based on the table, it shows that there are 31 frequency of substitution, which explained below:

Source text	Target text
"People used to show more respect."	"Di zaman dahulu, orang lebih punya tata krama." (p.20)

Back translation: "Orang-orang dulu lebih menunjukkan rasa hormat"

In the table above, it shows that the translator changed "used" into "di zaman dahulu"..

Source text	Target text
"Life is essentially an endless series of problems, Mark"	"Pada intinya, hidup hanyalah rentetan masalah yang tidak ada ujungnya, Mark," (p.35)

Back translation: "Hidup pada dasarnya adalah serangkaian masalah yang tak ada habisnya."

In the table above, the translator substituted "series of" into rentetan, which has similar meaning with "serangkaian" or "a barrage of."

Addition

Addition is another kind of manipulation that is required as a result of the extensive omissions. Ben-Ari (2002 p.294) states if addition can be in the form of "active intervention in the text" or the insertion of some content in the missing content.

Source text	Target text
"Because if he wanted to have a relationship with me, he would take ten seconds out of his day to interact with me."	"Karena jika dia ingin membangun suatu relasi, dia tidak akan keberatan meluangkan waktu 10 detik saja sehari untuk menghubungi saya."

Back translation: "Karena jika dia ingin membangun suatu relasi, dia akan mengambil 10 detik dari harinya untuk berinteraksi denganku."

In the table above, the translator added "he would" into "he would not" or "dia tidak akan keberatan" in the target language.

Attenuation

Attenuation was another frequently employed tactic to upgrade or lessen taboo words due to moral considerations.

Source text	Target text
"Because it feels like he doesn't give a shit about me."	"Karena rasanya, dia tidak peduli dengan saya."

Back translation: "Karena itu rasanya seperti dia tidak memberi tahu tentangku."

In the table above, the translator change "give a shit" into "tidak peduli" which make it more soft and acceptable to the target audience.

Conclusion

This study analyzes the manipulation in the translation of the book *The Subtle Art of Not Giving a Fuck* based on Zauberga's ideology of manipulation: deletion, substitution, addition, and attenuation. Based on the findings in the previous chapter, the conclusion stated as follows.

Based on the findings, there are undetected sentences with 44%, follows with substitution with percentage around 31%, then 10% is addition, deletion with 8%, and the last is attenuation with percentage around 7%.

According to the result above, the fourth ideology of manipulation adapted from Zauberga (2004) shows that substitution gets the most dominant frequency with 31%.

