

STYLE IN TRANSLATION AS A PARAMETER IN TQA: A PRAGMATIC PERSPECTIVE

Rahmat Wisudawanto
wisudawanto@gmail.com
Social, Humanities, and Art
Sahid Surakarta University

Received: October 20, 2023

Accepted: January 9, 2024

Published: March 15, 2024

ABSTRACT

Style in translation can be a parameter in translation quality assessment (TQA). The style in translation refers to the translation having the same perspective as the source text. In assessing style in translation, translation does not only focus on the meaning but also the relevance of utterance. The article discusses the translation style based on pragmatic studies. The study used the utterances in the tourism text Solo Calendar of Event 2018 as data since the text has a communication function. The function of the text should be represented in the translation to achieve the same perspective of translation. The style in translation also considers the translator's effort to achieve the equivalence in meaning and relevance of utterance. The style in translation of a pragmatic perspective requires a relevance of communication. The study indicates that there are two relevance degrees, namely translation with strong and weak relevance. Translation with strong relevance indicates that translation can preserve the style of source text. The maintaining of style of source text contributes to the high quality of translation.

Keywords: *Style, Translation Quality Assessment, Translation, Tourism Text, Pragmatics*

DOI: <https://doi.org/10.31943/wej.v8i1.261>

INTRODUCTION

Technological developments and the emergence of artificial intelligence (AI) have made people easy to translate texts with technology (Doherty, 2016). Translation is generally a term that refers to translator activity in transferring the meaning of a text in the source language (SL) into the target language (TL) shift to an effort from the translator to transfer meaning of the text using a translation machine. It means that translation activities do not only depend on a translator. The presence of translation machines also makes it easy for people to carry out translation activities even though they are not translators (Alifa et al., 2023; Hasyim et al., 2021).

However, translation as an activity of transferring messages from the source language into the target language is a complex activity. It is because, in the translation process, the translator should be able to transfer the message and maintain the style (Nida & Taber, 1974). The failure to convey the message from the source language to the target language and to produce the similar style causes the translation to be unfaithful and also difficult to understand by the target reader. It impacts the translation is not of high quality and becomes a problem in assessing the quality of the translation.

Translation Quality Assessment (TQA) is determined by the measurement objective. In this context, TQA can use various parameters in its measurement. The parameters in assessing translation quality can vary because the function of assessing translation quality is different from one another. This is because many translation quality assessment models still cannot accommodate the measurement of the translation quality of all texts since the measurement bases are different. There are many model of TQA such as Farahzad (1992), Al-Qinai (2002), Nababan (2012), ATA Framework (ATA, 2021). The models have different parameters to assess translation quality. Farahzad, Al-Qinai, and Nababan use concept of equivalence in their TQA while ATA Framework has error category in assessing translation quality. Farahzad (1992) model use parameters accuracy, acceptability, naturalness, style and cohesion has chance to develop since model still focuses on assessing translation quality by measuring accuracy. It means that determining the quality of the translation is based on the level of accuracy of the translation. The acceptability, naturalness, style and cohesion do not significantly contribute to determining translation quality. The model also does not provide operationalization related to measuring other parameters.

Style is one of the parameters in Farahzad's (1992) translation quality model that can still be developed. The style parameter in assessing translation quality has a significant role because this style is closely related to how the effect produced by the translated text is the same as the effect produced by the source text. Style refers to the way of arranging and interpreting text, especially expressing opinions, attitudes, and efforts to create an emotional effect on the reader. The style also reflects the choice of the author or translator and can also be seen as a characteristic of a particular author or translator. Therefore, style in translation is interesting to study since the translation must have the same effect as the source text. For example, tourism texts that have a persuasive function to attract tourists to come to a tourist attraction or place must be translated in the same style so that the persuasive force of the text still appears in the translation. Translation studies must also pay attention to the uniqueness of a text and its choices by being aware of patterns in the text and paying attention to the attitudes, views and opinions expressed by the text. It makes the style need to get the focus of the translator in translation activities. Style can also be using certain language choices (Li et al., 2023) in conceptualizing and expressing meaning. Therefore, studying style in translation means considering all these factors reflected in the text and translation.

The research related to translation style focus on many perspectives, the analyses translation style with systemic functional perspective (De-quan & Qian, 2023), the relation style and ideology (Munday, 2007), style and self-translation (Eliáš, 2015). Therefore, there are still possibilities to develop style and translation quality assessment. It is due to that the text style is influenced by certain translation method. The article develop style parameters in measuring translation quality is a pragmatic perspective. It is because when language is used, a text has a specific purpose, so assessing translation quality based on semantic equivalence is not enough. Translation must also achieve the intended meaning of a text. In other words, a translation must be able to present the same text function as the source text. Therefore, whether the translation has the same interpretation

as the source text is a parameter that must be involved in assessing translation quality.

LITERATURE REVIEW

Translation

Translation, as an activity of transferring messages from the source text into the target text, uses concepts such as transfer (Newmark, 1981), equivalence (Bell, 1991) and communication (Munday, 2001). In other word, there are many concepts used in translation. The equivalence concept is still the dominant concept in translation since the concept can be operationalized in meaning and form. It means that translation does not only emphasizes equivalence in meaning, but equivalence in terms of form must also be considered. Therefore, in assessing the equivalence in form, translator is demanded to produce similar style of translation. Style in translation must also be considered in translation activities. The success of translator's conveys the similar style in their translation shows that translation is easy to understand by the target reader. Munday (2001) claims that translation as an act of communication that seeks to convey messages across languages and cultures with diverse purposes and readers. Style of translation can be also used as parameter in assessing translation quality assessment. The achievement in resulting similar style in translation indicate that translation has high quality of translation. In analysis translation style, translation quality assessment can used the linguistic studies, especially pragmatics.

Translation quality assessment

Assessing translation quality can use many models of translation quality assessment (TQA). Model of TQA can use the concept of error analysis such as ATA Framework (2021), and the concept of equivalence such as Nababan et al (2012), Machali (2000), Al Qinai (2002), and Farahzad (1992). The ATA Framework model uses error analysis in its measurements. In this model the frequency of error is used to determine the translation quality, the error category in this model covers (1) target language mechanics consist with the error category of grammar, syntax, word form / part of speech, spelling/ character (character for non-alphabetic languages), capitalization, diacritical marks / accents, punctuation, other errors. (2) transfer meaning with the error category of addition, omission, terminology, faux ami, verb form, ambiguity, cohesion, faithfulness, literalness, misunderstanding, indecision, unfinished, other meaning transfer errors, (3) writing with the error category of illegibility, register, style, text type, usage. Meanwhile, the model of the translation quality assessment uses equivalence concept such as Nababan model. It focuses on three measurement parameters of accuracy, acceptability and readability. This model also involves the rater to determine the score of each parameter. The model also uses the quantitative analysis with determining the average score to measure the degree of accuracy, acceptability and readability. Meanwhile, Machali is more concerned with the aspect of acceptability by assessing translation quality, which must comply with the principles of validity and reliability. The Machali translation quality assessment model includes acceptability, assessment of the accuracy of equivalence, the naturalness of expression in the TL, terminology, and spelling.

The model also uses the equivalence concept in determining the quality of translation.

Al Qina's model uses seven parameters, namely (1) text typology and tenor, (2) formal equivalence, (3) thematic structure coherence, (4) cohesion, (5) pragmatic equivalence, (6) register, and (7) grammatical equivalence. In this model, the equivalence of each parameter in translation quality assessment becomes the focus of measurement. Another model translation quality assessment that uses equivalence as the basic concept is Farahzad model. The model has five parameters in assessing translation quality. They are accuracy, acceptability, naturalness, cohesion and style. The model also uses score 0, 0.5, 1 to indicate the translation quality based on the accuracy of translation. It means that the accuracy is the main aspect to be assessed. In other words, the accuracy becomes the dominant parameter since the score 0 is given to the inaccurate translation without considering another parameter. Meanwhile, the score 0.5 and 1 are given to the accurate translation with the consideration of another parameter. Therefore, the model is interesting to develop because it offers more complex parameters than other models and provides possibilities for assessing translation quality based on the study of language use (pragmatics) in its operationalization. However, this model still uses an assessment focused on only one parameter, namely accuracy. Even though translation as communication acts can involve other parameters that require operationalizing each parameter in the TQA model. Therefore, involving pragmatic studies, especially relevance, can be used to show the operationalization of parameters style in translation.

Relevance

Translation as an act of communication views translation as a communication activity. It means that translation is a communication activity between the translator and the target reader. In this context, the translator is the speaker and the target reader is the hearer. Based on the definition of translation, which is an effort to transfer a message from one language to another, the translator is also the hearer of the author of the source text. Thus, in translation activities, there are two forms of communication, namely, the author of the source text as a speaker to the translator as a hearer and the translator as a speaker to the target reader as a hearer. It requires a translator's competence, such as language and cultural competence.

Regarding translators as act of communicators, translation studies are closely related to the study of language use (pragmatics). Pragmatic studies believe that when language is used in communication, language is not only used to express meaning but language also conveys intended meaning. In communication activities, there is informative attention in which the speaker stimulates the hearer with verbal expressions so that the hearer can grasp the speaker's intentions. In identifying the speaker's meaning, the hearer must involve the appropriate context. Grice (1975) states that utterance automatically creates expectations that guide the hearer to understand the speaker's utterance. Grice also stated that these expectations take the form of cooperative principles and maxims, including quality, quantity, manner, and relevance. However, maxim relevance is the main aspect of communication. The maxim relevance was developed by Dan Sperber and Deirdre Wilson (1986) as the basis of relevance theory. The theory

recommends that speakers create ostensive stimulus so that their hearer assumes that an utterance is quite relevant. An utterance is considered relevant if it contains contextual effects (the result of the interaction between old information and new information) and does not require heavy effort to process the utterance. Utterance with high relevance refers to an utterance that is rich in contextual effects and does not require much effort to understand. In contrast, utterance with a low contextual degree has few contextual effects and requires much effort to process it.

RESEARCH METHOD

This research applied qualitative approach with case studies in which the researcher collects and analyze the data to explain a particular case based on research objectives. This research aims to explain style in translation as parameters for assessing translation quality. Data were collected from data source of the Solo Calendar of Event 2018 tourism text (Surakarta, 2017) by using note-taking method. It means that the data was obtained by observing and recording the data source. The analysis involves pragmatic studies particularly relevance theory and equivalence analysis. The stages of analysis are (1) identifying the utterance and its English translation; (2) analyzing the degree of relevance; (3) counting the percentage of relevance degree; (4) displaying the analysis result in the table; (5) drawing the conclusion of the analysis result.

FINDING AND DISCUSSION

Finding

The degree of relevance is the contextual implication and processing effort. Zhou in Zhonggang (2006) states that there are four types of degrees of relevance, namely optimal, strong, weak and irrelevant. Zhanggang explains the operationalization related to this degree of relevance by using the input hypothesis, which states that language acquisition is only achieved by understanding messages or receiving comprehensible input. Zhanggang uses the term $i+1$, where i is the reader's competency, and 1 is the information that must be processed. In this research, the degree of relevance is categorized into two types, namely strong and weak with the explanation that the message is information that must be understood by the reader and in understanding this information, the reader is assisted by an ostensive stimulus provided by the author or translator. Ostensive stimulus refers to stimulus in the form of information intended to convey meaning. In this research, the degree of relevance is measured through the involvement of ostensive stimulus involved in the speech. A more detailed explanation of achieving the degree of relevance can be observed as follows.

Table 1. The achievement of a relevance degree

Relevance degree	Number	Percentage
Strong	41	67.21%
Weak	20	32.79%
Total	61	100%

Table 1 shows that there are two categories of relevance degree contained in the research, namely strong and weak. The table also shows that the strong degree of relevance is more dominant than the weak. The results of achieving a

strong degree of relevance show that readers do not need a lot of effort to understand the translation.

Translation with a strong degree of relevance

Data included in this category are utterances with the same number of ostensive stimulus between source text (ST) and target text (TT) so that the reader does not require difficult processing efforts. In other words, an utterance with a strong degree of relevance makes it easy for readers to understand and interpret the utterance. A more detailed explanation related to data in this category can be observed as follows.

- (1) ST: Kunjungi pusat perbelanjaan mall dan pasar tradisional Kota Solo yang menawarkan diskon besar-besaran dalam rangka ulang tahun Kota Solo yang ke 273.
TT: Satisfy your shopping passion in a great discount festival offered by hundreds of merchant stores around the city to celebrate the 273rd anniversary of Solo City
- (2) ST: Dzikir dan shalawat dalam rangka hari jadi kota Surakarta ke 273.
TT: Dzikir and shalawat as an expression of gratitude in celebrating the 273rd anniversary of Solo City.

The utterance (1) “Kunjungi pusat perbelanjaan mall dan pasar tradisional Kota Solo yang menawarkan diskon besar-besaran dalam rangka ulang tahun Kota Solo yang ke 273” means that there is an order to visit malls and traditional markets because there is a discount offer for the 273rd anniversary of the city of Solo. This utterance is intended to invite tourists to visit malls and traditional markets. Meanwhile, the information conveyed in this speech is there are massive discounts in malls and traditional markets in the context of the anniversary of the city of Solo, while the ostensive stimulus given in this speech is “kunjungi pusat perbelanjaan.”

Meanwhile, the utterance TT, “Satisfy your shopping passion in a great discount festival offered by hundreds of merchant stores around the city to celebrate the 273rd anniversary of Solo City, “informs that there is a big discount in the framework of the anniversary of the city of Solo (a great discount festival offered by hundreds of merchant stores around the city to celebrate the 273rd anniversary of Solo City) with an ostensive stimulus “Satisfy your shopping passion.” The number of ostensive stimulus in utterance (1) has the same number of ST and TT, which causes the reader to be able to understand or interpret the meaning of the utterance without requiring any processing effort.

The utterance (2) “Dzikir dan shalawat dalam rangka hari jadi kota Surakarta ke 273” has the intention that there will be dhikr and shalawat activities on the 273rd Surakarta anniversary. This utterance provides information to tourists about the Dhikr and shalawat activities on the 273rd Surakarta anniversary, while the ostensive stimulus given in the utterance is “Dzikir dan shalawat dalam memperingati HUT kota Surakarta.” Meanwhile, the utterance (2) in TT, “Dzikir and shalawat as an expression of gratitude in celebrating the 273rd anniversary of Solo City, “informs that there will be dhikr and shalawat activities on the 273rd Surakarta anniversary with an ostensive stimulus. “as an expression of gratitude in celebrating.” The number of ostensive stimulus in utterance (2) has

the same number of ST and TT so that the reader can understand or interpret the utterance's meaning without requiring any processing effort.

Translation with a weak degree of relevance

This section will explain data that is included in the weak degree of relevance. The utterance included in this category is an utterance that has an unequal number of ostensive stimulus in the ST and TT. It means that TT provides less ostensive stimulus than ST, so readers require greater processing effort. In other words, an utterance with a weak degree of relevance makes it difficult for readers to understand and interpret the utterance. The more detailed explanation related to data in this category can be observed as follows.

(3) ST: Pawai Pembangunan Rangkaian Peringatan Hari Proklamasi Kemerdekaan Republik Indonesia dengan sajian pertunjukan musik kebangsaan

TT: The Carnival of national development to celebrate the 72nd Indonesian Independence Day

(4) ST : Pertunjukan Musik Lagu-lagu Kebangsaan Dalam Rangkaian Peringatan Hari Proklamasi Kemerdekaan Republik Indonesia dengan sajian pertunjukan musik kebangsaan.

TT: An attractive Musical Performance by famous musicians to celebrate Indonesia Independence Day

The utterance (3) “pawai pembangunan rangkaian peringatan hari proklamasi kemerdekaan republik Indonesia dengan sajian pertunjukan musik kebangsaan” has the intention of development a parade to commemorate the anniversary of the proclamation of Republic of Indonesia independence. The utterance is intended to invite tourists to visit the development parade. Meanwhile, the information conveyed in this utterance is that there is a development parade in commemoration of the day in proclamation of the Republic of Indonesia independence, while the ostensive stimulus given in the utterance is "with the presentation of national music performances.” Meanwhile, utterance (3) in TT, “The Carnival of national development to celebrate the 72nd Indonesian Independence Day, “aims to inform that the development parade is a series of commemorations of the 72nd proclamation of the Republic of Indonesia independence (The Carnival of national development to celebrate the 72nd Indonesian Independence Day) without any ostensive stimulus. The number of ostensive stimulus in utterance (3) is not the same between ST and TT, which causes readers in understanding or interpreting the meaning of the utterance and require a large processing effort. Utterance (4) “pertunjukan musik lagu-lagu kebangsaan dalam rangkaian peringatan hari proklamasi kemerdekaan republik Indonesia dengan sajian pertunjukan musik kebangsaan” means that the musical performance of national songs is a series of commemorations of the proclamation of the Republic of Indonesia independence. The utterance provides information to tourists about the musical performance of national songs in commemoration of the of the Republic of Indonesia independence, while the ostensive stimulus given in the utterance is “dengan sajian pertunjukan musik kebangsaan.” Meanwhile, the utterance in TT, “An attractive Musical Performance by famous musicians to celebrate Indonesia Independence Day, “intends to provide information about musical performances of national songs in the series of commemorations of the

proclamation of the Republic of Indonesia independence (An attractive Musical Performance by famous musicians to celebrate Indonesia Independence Day) with no ostensive stimulus. The number of ostensive stimuli in example (4) is different between ST and TT. It causes readers to require hard processing efforts to understand or interpret the utterance's meaning.

Discussion

The section discusses the achievement of translation equivalence as measured by the ease of the text to understand. The ease of understanding is determined by the similarity of the ostensive stimulus provided by the translator in the translated text. The translator's success in providing the same ostensive stimulus determines the level of translation equivalence. The level of equivalence as a basis for assessing translation quality can be observed through the similarity of the ostensive stimulus in the utterances of the ST and TT. Table 2 shows the level of equivalence of translation of utterance. The more detailed explanation can be seen as follows.

Table 2. The achievement of equivalence

Degree of equivalence	Number	Percentage
High	43	70.49%
Low	18	29.51%
Total	61	100%

The table above shows that the translation of utterances contained in the Solo Calendar of Event 2018 tourism text is included in the high equivalence category. It can be observed from more than 70% of translation results achieving high equivalence. The translations are included in the low equivalence category, namely 29.51%. These results show that translations without ostensive stimulus do not reach 30% of the total data.

The achievement of translation equivalence considers how style interacts with the translation in several ways. Aspects of achieving style in the text focus on the reader. It means that readers have a big contribution in determining the assessment of maintaining style in translation. This is because the translator determines the way the reader understands the text. In line with translation as an act of communication, there are two forms of communication in the translation process (Albaladejo, 2018). The first is that the translator is a reader of the source text. In this context, the translator understands the style of the source text and will translate that style into the target text. It means that the translator is the hearer of the speaker, who is the author of the original text. Therefore, the translator must be able to understand the message represented in the style of a text when he becomes a reader of the source text. In the second process, the translator is the author of the translation for the target reader. In this case, the translator is the speaker of the translated text and the reader is the hearer of the text. The translator must be able to produce a translation style that can accommodate all the text's messages. In other words, the translator must be able to produce the same effect as the effect obtained by the source reader in his translation. Therefore, the style of the resulting translated text will greatly influence the understanding of the translated text. It means that the way the translator understands the source text's style will influence how the target reader reads and understands the text. In the

context of translating tourism texts, translators must be able to maintain the same translation style between the source text and the target text. Maintaining the style causes the target reader's interpretation of the translated text to be the same as the source text based on their sociocultural and ideological background (Ghazala, 2018).

Besides, translation results from a series of decisions made by the translator in producing the target text. It means that the translator performs a series of decision-making activities in producing the translation. It is supported by translation as a decision-making process in which the translator has the right to produce various translation variations. In other words, translating a text can produce various translation versions (De-quan & Qian, 2023). A good translation version is a translation version that can present the style of the text by accommodating the entire message in the source text and can be understood by the reader. The translator's choices also influence the way the translator writes the translated text, and language style is the result of these choices (Munday, 2007) so that the translator's style will become part of the translated text. Translating tourism texts is also a series of translator decisions that must be able to maintain the function of the text. The translator's success in maintaining the function of the tourism text is also the translator's choice. On the other hand, the translator's failure to maintain the function of the tourism text is also the translator's choice in producing the translation. The results of the translator's choice shows the complexity in translation process (Zehnalová, 2016) and contribute to the translation equivalence.

Furthermore, the equivalence of the translated text also influences how readers reconstruct the text in various stylistic pattern across the culture (Al-qinai, 2009). Translation as an act of communication does not only focus on conveying messages from the communicator to the communicant. Translation as an act of communication (Pillière, 2018) involves various communication elements. These elements are communicator, decoding, message, encoding, communicant and noise. This shows that delivering a message requires a decoding process from the message sender or communicator. As a communicant, the translator must be able to reconstruct the message or decode the message again so that the message in the source language can be understood properly. When a translator changes his position as a message sender or communicator, the translator must be able to decode the message so that the target reader can encode the message's contents. It means that the target reader must be considered in achieving translation equivalence. This is due to the fact that, first, the reader must be given a stimulus to understand the speech so that the translator's success in decoding a message that is easy for the reader to understand becomes very important. In the context of translating tourism texts, translators must be able to present translated texts by displaying speech stimulus to make it easier for target readers to grasp the meaning conveyed. Second, the translator must be able to provide convenience for the reader to decode the message or reconstruct the message (Eliáš, 2015). In the context of translating tourism texts, the translator must provide the same ostensive stimulus as the source text so that readers can easily understand the utterances in the tourism text. It means that the persuasive function of tourism texts must be presented by the translator through the use of ostensive stimulus in the translation. The failure of the translator to present the same effect in the translated text causes

the function of the tourism text as a persuasive text to be lost. This causes readers of tourism texts only to be given information without any intention of inviting them to join the tourism agenda or visit the promoted tourist attractions. Third, translators must also consider the presence of interference in understanding the translated text. In the context of communication, the presence of noise is unavoidable. However, translators can minimize this through translation by using acceptable sentence construction in the target text, selecting appropriate vocabulary so that readers do not experience ambiguity in understanding the translated text, and using appropriate punctuation so that the translated text will be easily understood by readers.

Thus, the translator's efforts in presenting the same style in the translation of tourism texts are very oriented toward the target reader. It is influenced by the translator's ability to realize that tourism texts have a persuasive function. The translator must maintain this function so that the effects caused by the source text can be reproduced in the target text so that the target reader feels the same effect as the source text reader. The translator's success in maintaining this effect contributes to producing a quality translation.

CONCLUSION AND SUGGESTION

Style in translating tourism texts can be seen from pragmatic studies, especially relevance. The similarity of the ostensive stimulus between ST and TT indicates the utterance that has strong relevance. It means that writers of tourism texts must involve ostensive stimulus that can be used to understand utterance. As for utterance that does not involve ostensive stimulus, the reader requires a lot of effort to understand the utterance. In translating tourism text utterances, translators are required to present the same ostensive stimulus so that the interpretation of the utterance in the translation is the same as the source text. Style in the context of translating tourism texts can contribute to the reader's understanding of the translation and the assessment can involve relevance analysis. Meanwhile, in assessing translation quality, the style assessment can be determining the level of text understanding. Style as a parameter of TQA also can be assessed by giving a score so that the quality of the translation can be explained quantitatively. The development of operationalize of assessing style use relevance theory is expected to give new insight in the development of TQA in translation studies.

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