

# The Ideology Translation, Gender and Readability of Barbie Stories

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**Abstract:** The research aims to analyze the translation ideology and its impact on the translation results. The method used is document analysis. The research flow is that the researcher reads the English source language text into the Indonesian translation text, then the researcher looks for direct sentences from the text using ideological translation. The result of the research is that Barbie as Island Princess has an ideology translation of romance while Barbie a Baby Doctor has an ideology translation of determination, desire and professional responsibility. This Research conducted analysis feminist and Gender Characteristics on Barbie Stories with domestication Ideology. The benefit of research is scientific development in the field of translation.

**Keywords:** Ideology, Readability, Translation, Barbie.

## Introduction

A foreign text reader needs a translator to make it easier to understand the meaning of the text story and understand the original author's intention. Translation is a form of language transfer from writers who have different cultures and backgrounds so that a writer has an ideology that is contained in the text he writes. Then, among the text translators use ideological translation which aims to facilitate the understanding of the readers and avoid meaning errors. Ideology is reflected in the selection of vocabulary, sentences and sentence structures. There are three ideological translations, including shifts in style, text structure and lexical maintenance of form (Hatim and Manson, 1997 in (Prasetyani, 2010).

Some of the results of ideological translation research produce a variety of findings so that they can be further developed. The forms that represent ideology in Han Jin Waiting's novel are human feelings such as passion or desire, responsibility, and empathy and this novel represents socialist understanding (Djohar, 2020). Content analysis in rhetorical constructions such as repetition, metaphor, hyperbole, rhetoric that represents the ideology of the story How to win friends and the author explores persuasive ideology and motivation (Prasetyani, 2020).

Several ideological studies and translations include the translation of the Osing (using) language which contains ideological culture (Wiwin Indriati & Wulan Wangi, 2015), the translation of ideology in the motivational youth novel Negeri Lima Menara (Fadly, 2016), the ideology of translating fable fairy tales (Paramitha, 2019), wordplay translation ideology (Eko Setyo Humanika, 2011), ideological translation with the

concept of culture on kite runner (Indriyany, 2019).

Based on the importance of analyzing translation, especially ideological translation, their impact on the readability of translation and Gender characteristics, the researcher will investigate the study of ideological translation, gender and readability in the Barbie stories. We use children's story books from Barbie as an Island Princess and Barbie as A Baby Doctor. Barbie stories have many Feminist on gender characteristics because Barbie is a beautiful girl in the story.

Problem Identification contains How is Ideology translated in Barbie As The Island Princess Story, How is Ideology translated in Barbie as A Baby Doctor, What is the level of readability of the stories Barbie As The Island Princess and Barbie as A Baby Doctor, How does Ideological Translation impact the stories of Barbie As The Island Princess and Barbie as A Baby Doctor. The Purposes are to find out the translation of Ideology in the Story of Barbie As The Island Princess, to find out the translation of Ideology in the Story of Barbie as A Baby Doctor, to find out the level of readability of the stories Barbie As The Island Princess and Barbie as A Baby Doctor, to find out the impact of Ideology translation on the readability of the stories Barbie As The Island Princess and Barbie as A Baby Doctor and to find out the impact of gender characteristics on translation ideology of the stories Barbie As The Island Princess and Barbie as A Baby Doctor.

The Theoretical Benefits are to contribute to developing scientific literature in the field of translation related to translation studies. The ideology used by translators. Thus, further research can deepen the science of translation from other aspects. The Practical benefits are the research can provide information related to learning messages conveyed by translators and native speakers. Besides that, the results of the research can provide valuable reading material for readers and lovers of foreign works in English and their translations.

The Innovation are Theories and guidelines in translating ideology and the percentage of translation of ideology in the children's stories Barbie as Island Princess and Barbie as A Baby Doctor.

#### Translation

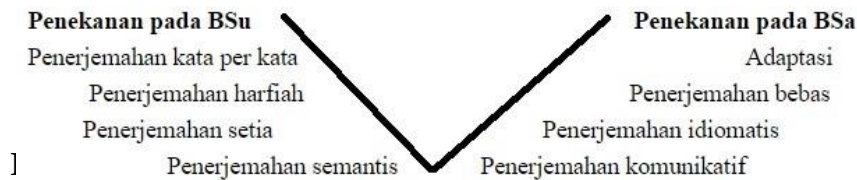
According to Molina and Albir (20007), the method of translation refers to the steps or method of a translation process carried out in relation to the goals of the translator. More specifically, translation methods are global choices made by translators that can affect the entire text. Therefore, the translation method affects the translation results. This means that the result of the translation of the text is largely determined by the method of translation adopted by the translator because the intent, purpose and will of the translator will affect the result of the translation of the text as a whole.

#### Ideology Translation

Ideology translation research includes ideological aspects through the use of book rhetoric on how to influence people (Prasetyani, 2020), Ideology and Humanity based on Chinese genre novels (Djohar, 2020), Ideology through modality (Yudhi Prasetyani

Nababan Djatmika Joko Nurkamto, 2019), ideology translation and the difference with translation ideology (Prasetyani, 2010).

The diagram V created by Newmark (1988:45) on Prasetyani (2010) explains the method of translation and then Translators can determine the ideology of translation.



The source language (Tsu)/(Bsu) , namely word-for-word translation, literal translation, faithful translation and semantic translation and the next methods are oriented in the target language (Tsa)/(Bsa), namely Adaptation, Free translation, Idiomatic translation and Communicative translation.

Translators who have a forenization ideology will apply the following methods: (1) word-for-word translation; (2) Literal Translation; (3) Faithful Translation; (4) Semantic Translation. Domestication are oriented towards the target language such as adaptation, free translation, idiomatic translation and communicative translation.

Gender

Gender is different with sexuality. Gender is not about women or men. Gender is social sex that consists of two types, namely masculine and feminine. Maskuline is about men characteristics and men as a role in sociality. Feminine is about women characteristic and women as role in society.

Readability

Readability refers to how easy a translated text is to understand (Richards et al in Nababan, 1999:62). In the context of translation, according to Nababan et al (2012:45), the term readability does not only concern the readability of the source language text but also the readability of the target language text. However, until now the reliability of indicators to measure the readability of a text still needs to be questioned. Apart from that, a translator needs to understand the designation or the concept of readability of the source language text and the target language. A good understanding of the concept of readability will greatly assist translators in carrying out their duties.

Table 1 Readability

Category of Readability	Score	The Parameter of Qualitative
High	3	Words, technical terms, phrases, clauses, sentences or translated texts can be easily understood by readers.
Medium	2	In general, translations can be understood by readers; however there are certain passages that must be read more than once to understand the translation.

Low	1	Translation is difficult for readers to understand.
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In the table of the instrument for assessing the readability of the translation above, there is a scale of 1 to 3 which is used as a benchmark for the level of readability of the translation, accompanied by an explanation of the qualitative parameters in the far right table.

**Framework**

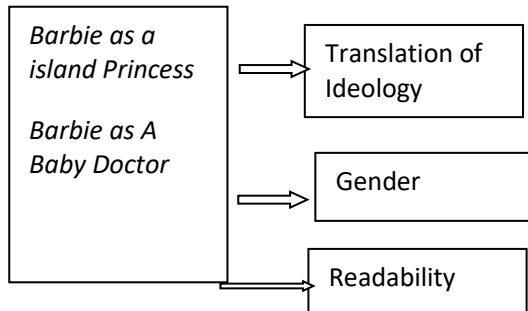


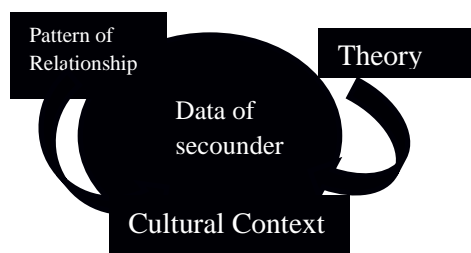
Figure 2 Framework

**Methods**

The Research Design uses a qualitative research design with descriptive methods in presenting data. The descriptive method can explain the translation of ideology in English children's stories into Indonesian. The research data used is the ideological translation of the Bilingual Barbie Storybook. The source of the data is the Storybook series of early libraries entitled Barbie as the island Princes by Daisy Alberto in 2010 from Kompas Gramedia and Barbie A Baby Doctor.

The data analysis technique is research using document analysis to look for ideological translation techniques. Document analysis is carried out to study the contents of the source language and target language texts carefully. Sutopo (2002) says that in content analysis, researchers do not just record important contents written in documents or archives, but also about the implied meaning.

Analysis of cultural themes is an analysis of looking for 'theories' that can be grounded from the research done (Santosa, 2014: 88). The process of analyzing cultural themes can be described as giving :



**Figure 2.** analyzing cultural themes (Santosa, 2014: 88)

### Findings and Discussions

Early library story book entitled Barbie as the island Princes by Daisy Alberto in 2010 from Kompas Gramedia. The story of Barbie as Princess Island tells the Romance or love genre with a royal background where a prince falls in love with an island girl named Barbie. In this story, there is an arranged marriage ideology from the prince's parents, but in the end the prince marries the girl of his choice, namely Barbie, whom he meets on the island and it turns out that Barbie is a royal princess named Princess Rosella.

Table 2 Story Data 1 Barbie as Island Princess

No	The sentences of Ideology Translation	Ideology of story
1a	Bsu : After a <u>Shipwreck</u> , a young girl <u>ended up on</u> an Island (Page 1)	Negative
1a	Bsa : Setelah <u>kapalnya tenggelam</u> , seorang anak perempuan <u>terdampar</u> di sebuah pulau.	negatif
2a	Bsu : Then one day, another ship sailed into the cove. It was prince Antonio . He <u>wanted To explore!</u>	Keinginan
2a	Bsa : Suatu hari , ada kapal lain yang berlayar ke teluk . itu Kapal Pangeran Antonio. He <u>ingin menjelajah!</u>	Keinginan
No	The sentences of Ideology Translation	Ideology of story
3	Bsu : Slid down <u>a buff</u> (Page 13) Bsa : Meluncur <u>ke jurang</u>	negative
4	Bsu : He Cried (Page 13) Bsa : Serunya	Negative
5	Bsu : Became Friend (Verb) (page 14) Bsa : Kemudian berteman (Kkt)	Peace love
6	Bsu : He Met Sagi, Azul , Tika (Page 15) Bsa : Dia Bertemu dengan Sagi , Azul, Tika	Exsplisitation
7	Bsu : To see the rest of the world Bsa : Melihat dunia luar	positive
8	Bsu : Heartbroken (Page 20) Bsa : Sedih sekali	Negative romance
9	Bsu : Was not <u>a princess</u> Bsa : (Ia bukan putri)	negative
10	Bsu : She Did not <u>fit in</u> Bsa : Ia tak pantas untuk pangeran	negative
11	Bsu : <u>Was Engaged</u> to Princess (page 21) Bsa : Ditunangkan	feodal

No	The sentences of Ideology Translation	Ideology of story
12	Bsu : Ro wished She <u>Fit in</u> like her	desire
	Bsa : Menyesuaikan diri dengan kehidupan istana	
13	Bsu : A Royal Ball (page 22)	Romance positif
	Bsa : Pesta Dansa di Istana	
14	Bsu : They were in Love	romance
	Bsa : Sudah saling jatuh cinta	
15	Bsu : (page 32) Ever After	romance
	Bsa : Selamanya	

Book 2 Barbie as a Baby Doctor

The book Barbie A Baby Doctor tells of a Barbie who wants to learn to be a baby doctor so that Barbie studies at the hospital's baby care room with the help of Doctor Green, a baby doctor and Sister Kay, a baby nurse. This story explains the values related to Barbie learning to take care of babies.

Table 3 Story Data 2 Barbie as A Baby Doctor

No	The Sentences of Ideology Translation	The value of ideology
1	Bsu : Barbie <u>wants</u> to be a Baby Doctor Bsa : Barbie ingin menjadi pengasuh Dokter Bayi (page 1, line 1)	Desire / Appetite
2	Bsu : She Will <u>learn to take care of them</u>	Willpower
2	Bsa : Ia akan <u>belajar merawat mereka</u>	Willpower
3	Bsu : They will <u>teach</u> Barbie to take care of Babies (page 7 , Line 7)	Willpower
3	Bsu : Mereka akan mengajari Barbie cara merawat Bayi	Desire
4	Bsu : Barbie <u>feeds</u> the Baby	Responsibility
4	Bsa : Barbie <u>memberi susu</u> pada Si Bayi	Responsibility
	Bsu : The baby <u>is done eating</u>	Positive
5		
5	Bsa : Si Bayi <u>sudah selesai minum susu</u>	Positive
6	Bsu : Barbie <u>puts</u> the Baby on her sholders	Responsibility



No	The Sentences of Ideology Translation	The value of ideology
6	Bsa : Barbie <u>menyandarkan</u> bayi di bahu nya	Responsibility

The readability is the level of understanding from reader by using bilingual story on Barbie as Island Princess. Bilingual story contains English and Indonesian Language. A translator can know the level of readability from category of readability such as high, medium and low. The high score is 3, the medium score is 2 and the low score is 1.

Tabel 4 explains that the sentences of ideology translation on Barbie as Island Princess by using (Bsu) Source language and (Bsa) Target Language. This table shows the level of readability based on the theory of readability in translation by reading the target Language (Bsa) . Target language is the results of translation from Source language (Bsu).

Table 4 Readability of Story 1 Barbie as Island Princess

No	The Sentences of Ideology Translation	Readability
1	Bsu : After a <u>Shipwreck</u> , a young girl <u>ended up on</u> an Island (Page 1)	3
1	Bsa : Setelah <u>kapalnya tenggelam</u> , seorang anak perempuan <u>terdampar</u> di sebuah pulau.	3
2	Bsu : Then one day, another ship sailed into the cove. It was prince Antonio . He <u>wanted To explore!</u>	3
2	Bsa : Suatu hari , ada kapal lain yang berlayar ke teluk . itu Kapal Pangeran Antonio. He <u>ingin menjelajah!</u>	3
3	Bsu : Slid down a buff (Page 13)	3
	Bsa : Meluncur <u>ke jurang</u>	
4	Bsu : He Cried (Page 13)	3
	Bsa : Serunya	
5	Bsu : Became Friend (Verb) (page 14)	3
	Bsa : Kemudian berteman (Kkt)	
6	Bsu : He Met Sagi, Azul , Tika (Page 15)	3
	Bsa : Dia Bertemu dengan Sagi , Azul, Tika	3
7	Bsu : To see the rest of the world	3
	Bsa : Melihat dunia luar	3
8	Bsu : Heartbroken (Page 20)	3
	Bsa : Sedih sekali	3
9	Bsu : Was not a princess	3
	Bsa : (Ia bukan putri)	3
10	Bsu : She Did not <u>fit in</u>	3

No	The Sentences of Ideology Translation	Readability
	Bsa : Ia tak pantas untuk pangeran	3
11	Bsu : <u>Was Engaged</u> to Princess (page 21)	3
	Bsa : Ditunangkan	3
12	Bsu : Ro wished She <u>Fit in</u> like her	3
	Bsa : Menyesuaikan diri dengan kehidupan istana	3
13	Bsu : A Royal Ball (page 22)	3
	Bsa : Pesta Dansa di Istana	3
14	Bsu : They were in Love	3
	Bsa : Sudah saling jatuh cinta	3
15	Bsu : (page 32) Ever After	3
	Bsa : Selamanya	3
	Rata-rata	3x15 : 15 = 3

The Readability of Barbie Baby Doctor

The readability is the level of understanding from reader by using bilingual story on Barbie Baby Doctor. Bilingual story contains English and Indonesian Language. A translator can know the level of readability from category of readability such as high, medium and low. The high score is 3, the medium score is 2 and the low score is 1.

Tabel 5 explains that the sentences of ideology translation on Barbie Baby Doctor by using (Bsu) Source language and (Bsa) Target Language. This table shows the level of readability based on the theory of readability in translation by reading the target Language (Bsa) . Target language is the results of translation from Source language (Bsu).

Table 5 Readability of Story 2 Barbie Baby Doctor

No	The Sentences of Ideology Translation	Readability
1	Bsu : Barbie <u>wants</u> to be a Baby Doctor	3
	Bsa : Barbie ingin menjadi Dokter Bayi (page 1, line 1)	3
2	Bsu : She Will <u>learn to take care of them</u>	3
2	Bsa : Ia akan <u>belajar merawat mereka</u>	3
3	Bsu : They will <u>teach</u> Barbie to take care of Babies (page 7 , Line 7)	3
3	Bsu : Mereka akan mengajari Barbie cara merawat Bayi	3



No	The Sentences of Ideology Translation	Readability
4	Bsu : Barbie <u>feeds</u> the Baby	2
4	Bsa : Barbie <u>memberi susu</u> pada Si Bayi	2
	Bsu : The baby <u>is done eating</u>	2
5		
5	Bsa : Si Bayi <u>sudah selesai minum susu</u>	2
6	Bsu : Barbie <u>puts</u> the Baby on her sholders	3
6	Bsa : Barbie <u>menyandarkan</u> bayi di bahu nya	3
	Rata-rata	$(4 \times 3) + (2 \times 2) : 6 = 2,6$

Gender and Ideology of Translation on Barbie as Island Princess

Based on diagram V Newmark about Ideology of translation that domestication refers to target language (TL)/ Bsa and Foreignisation refers to source language (SL)/Bsu.

Table 6 Gender and Ideology of Translation on Barbie as Island Princess

No	The Sentences of Gender (Feminist / Maskulin)	Ideology of Translation
1	Bsu : After a Shipwreck, <u>a young girl</u> ended up on an Island (Page 1)	Domestication
1	Bsa : Setelah kapalnya tenggelam, <u>seorang anak perempuan</u> terdampar disebuah pulau.	
2	Bsu : Then one day, another ship sailed into the cove. <u>It was prince Antonio</u> . He wanted To <u>explore!</u>	Foreignization
2	Bsa : Suatu hari , ada kapal lain yang berlayar ke teluk . itu Kapal Pangeran Antonio. He <u>ingin menjelajah!</u>	
3	Bsu : Heartbroken (Page 20)	Domestication
	Bsa : Sedih sekali	
4	Bsu : Was not <u>a</u> princess	Foreignization
	Bsa : (Ia bukan putri)	
5	Bsu : She Did not <u>fit in</u>	Domestication
	Bsa : Ia tak pantas untuk pangeran	
6	Bsu : <u>Was Engaged</u> to Princess (page 21)	Domestication
	Bsa : Ditunangkan	
7	Bsu : Ro wished She <u>Fit in</u> like her	Domestication

No	The Sentences of Gender (Feminist / Maskulin)	Ideology of Translation
	Bsa : Menyesuaikan diri dengan kehidupan istana	
8	Bsu : A Royal Ball (page 22)	Domestication
	Bsa : Pesta Dansa di Istana	
9	Bsu : They were in Love	Domestication
	Bsa : Sudah saling jatuh cinta	
	Majority	Domestication

Tabel 7 Gender and Ideology on Barbie as Baby Doctor

No	The Sentences of Gender	Foreignization / Domestication
1	Bsu : Barbie wants to be a <u>Baby Doctor</u>	Foreignization
	Bsa : Barbie ingin menjadi Dokter Bayi (page 1, line 1)	
2	Bsu : She Will <u>learn to take care of them</u>	Domestication
2	Bsa : Ia akan <u>belajar merawat mereka</u>	
3	Bsu : They will <u>teach Barbie to take care of Babies</u> (page 7 , Line 7)	Domestication
3	Bsu : Mereka akan mengajari Barbie cara merawat Bayi	
4	Bsu : Barbie <u>feeds</u> the Baby	Domestication
4	Bsa : Barbie <u>memberi susu</u> pada Si Bayi	
5	Bsu : The baby <u>is done eating</u>	Domestication
5	Bsa : Si Bayi <u>sudah selesai minum susu</u>	
6	Bsu : Barbie <u>puts</u> the Baby on her sholders	Foreignization
6	Bsa : Barbie <u>menyandarkan</u> bayi di bahu nya	
	Majority	Domestication

Table 6 and 7 showed that Barbie as Island Princess have domestication ideology and Barbie as Baby Doctor have domestication ideology. Domestication Ideology refers to Target Language (Tsa). Domestication ideology more dominant than foreignization ideology in Barbie stories especially on Barbie as Island Princess and Barbie as Baby Doctor.

#### Discussion

The story of Barbie as an island princess uses the ideology of romance. The characteristics of the ideology of Romance are friends (became friends), Engage (Engage), marry (married), happily ever after (Happy ever after).

Story A Baby Doctor Barbie has an ideology of desire and professional

responsibility. The characteristics of this ideological translation are the desire (wants to be Baby Doctor), (Learn to take care, Puts the baby on her shoulders) professional responsibility. Readability Barbie as Princess Island high in point 3 and Readability Baby as Doctor Baby has a readability of 2.6.

Overall, according to the reading of the translation results, the impact of translation has a better reader's understanding of the Barbie as Island Princess story than the translation of the second story A Baby Doctor because Barbie A Baby Doctor uses word for word and implicit translation, for example Take care of them is translated care for they are in the story of caring for babies. The story about the profession of Baby Doctor is more about Baby Nurse even though in the contents of the story there are differences in the designation of the name of the profession between Baby Doctor and Baby Nurse.

This Research also analysis feminist and Gender Characteristics on Barbie Stories. Barbie as Island Princess have feminist and Gender characteristics such as young girls, price Antonio, Was not a princess, Fit in a Princess. Feminist and gender characteristics have domestication ideology. Barbie as Baby Doctor have feminist and Gender characteristics such as Baby Doctor, Feeds Baby, puts the Baby. Barbie as Baby Doctor have domestication ideology. Domestication Ideology refers to Target Language (Tsa). Domestication ideology more dominant than foreignization ideology in Barbie stories especially on Barbie as Island Princess and Barbie as Baby Doctor.

Conclusions and recommendations

The Conclusion are the translation of Romance deology for Barbie as Island Princess. Translation of Professional Ideology for Barbie A Baby Doctor. Readability Barbie as Island Princess is worth 3 and Barbie A Baby Doctor is worth Impact Translated ideology of Barbie as Island Princess is better than Barbie A Baby Doctor. This Research conducted analysis feminist and Gender Characteristics on Barbie Stories with domestication Ideology. Suggestions such as the translation has conveyed the contents of the story well and is easy to understand in terms of ideological translation but it is better to use a choice of explanatory words that are appropriate to the contents of the story.

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