



Modulation in “Lifestyle” and “Travel” Rubrics from Garuda Indonesia Magazine

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Abstract. This research focusses on translators working with languages that have diverse promotional language systems and cultures. The study is based on the modulation theory given by Vinay and Darbelnet (1995). This research intends to highlight the changes in point of view produced by translators in translating texts from English into Indonesian. The data source of this study is Garuda Indonesia magazine, which is presented in English as well as its Indonesian translation. The research indicates that translators change their perspective based on various factors to produce a target language that is equivalent to the source language while retaining the original meaning. The changes include a) abstract for concrete, b) explicative modulation, c) the part for the whole, d) one part for another, e) reversal of terms, f) negation of opposite, g) active to passive, h) exchange of intervals for limits. The change in perspective creates a cultural bridge in translation involving different languages and cultures.

Keywords: Active to Passive; Modulation; Reversal of Terms; Translation; Type.

1. BACKGROUND

Translation plays a crucial role in cross-cultural communication, especially in the dissemination of information through written media. Despite common perceptions that translation merely involves replacing words from a source language into a target language, the process is in fact complex and multidimensional. Translation requires translators to consider linguistic structures, contextual meaning, and cultural nuances to ensure that the message conveyed in the target language is equivalent to that of the source language. As stated by Catford (1965), translation is the replacement of textual material in one language by equivalent textual material in another language, highlighting that equivalence is the central concern in translation practice.

Achieving equivalence often requires more than literal translation. Vinay and Darbelnet (1995) propose two major translation methods: direct translation and oblique translation. Direct translation may be applied when the linguistic systems of the source and target languages are sufficiently similar. However, when literal translation results in awkward, unnatural, or misleading expressions, translators must apply oblique translation procedures. One of the most significant oblique procedures is modulation, which allows translators to adjust the perspective or conceptual viewpoint of an expression while preserving its intended meaning.

Modulation plays a crucial role in translation as it reflects the differences in how languages conceptualize reality and convey meaning. According to Rosalia (2025), modulation

involves a shift in perspective or cognitive category to communicate the same message more naturally in the target language, particularly when a literal translation is insufficient. This procedure ensures that, despite changes in linguistic form, the target text maintains the same communicative effect as the original, aligning with the cognitive and cultural norms of the target language. In promotional and informational texts, where clarity and persuasive impact are vital, modulation helps bridge the gap between cultures, making the message more accessible and relatable to the intended audience.A

This study focuses on the use of modulation in the English–Indonesian translation of Garuda Indonesia Magazine, a bilingual promotional magazine published by Garuda Indonesia. The magazine functions not only as a source of information but also as a marketing tool aimed at promoting Indonesian culture, tourism destinations, and lifestyle. In particular, the “Lifestyle” and “Travel” rubrics contain texts rich in cultural references, descriptive language, and creative expressions that often require shifts in perspective to be effectively translated into Indonesian.

Several previous studies have examined Garuda Indonesia Magazine from various translation perspectives, such as translation shifts, tourism terminology, and the application of other translation procedures. Additionally, modulation has been widely studied in different textual genres, including novels, films, podcasts, and subtitles. However, studies that specifically analyze modulation procedures in Garuda Indonesia Magazine using Vinay and Darbelnet’s framework remain limited. Therefore, this research seeks to fill this gap by examining how modulation is applied in the magazine and how it contributes to achieving equivalence in promotional translation within a bilingual media context.

2. THEORY

This research is grounded in the translation theory proposed by Jean-Paul Vinay and Jean Darbelnet, particularly their discussion of translation methods and procedures as presented in their work on comparative stylistics. Vinay and Darbelnet (1995) categorize translation into two main methods: direct translation and oblique translation. Direct translation includes borrowing, calque, and literal translation, and is applied when the structural and semantic elements of the source language can be directly transferred into the target language without distortion of meaning.

Oblique translation, on the other hand, is used when direct translation is not possible due to differences in linguistic structure, cultural context, or ways of conceptualizing meaning. One of the most important procedures within oblique translation is modulation. Vinay and Darbelnet

define modulation as a change in point of view, cognitive category, or perspective that allows the translator to express the same message in a form that is natural and acceptable in the target language. This procedure emphasizes meaning equivalence rather than formal similarity.

Modulation may involve shifts in abstraction, changes in focus, reversal of terms, or the use of different symbols to represent the same idea. These changes are not arbitrary but are motivated by the need to adapt expressions to the target language's linguistic and cultural norms. In many cases, modulation is used to avoid unnatural literal translations and to enhance the clarity and readability of the translated text.

In promotional texts, such as magazines, modulation plays a particularly important role. Promotional language often relies on persuasive, descriptive, and culturally embedded expressions to attract readers. Translators must therefore ensure that the translated text maintains the same communicative impact as the original. By applying Vinay and Darbelnet's theory of modulation, this study analyzes how translators adjust perspectives and expressions in the English–Indonesian translation of Garuda Indonesia Magazine, demonstrating the role of modulation in maintaining meaning equivalence and communicative effectiveness.

3. METHODS

This research One of the most critical components of conducting research is the research methodology. The method of research provides some direction for comprehending the object under observation. Qualitative methodology was implemented in this investigation. Qualitative research is an approach for exploring and understanding the meaning individuals or groups ascribe to a social or human problem (Creswell, 2018).

The data source for this research contains actual data collected from COLOURS, a magazine produced by Garuda Indonesia Airlines. The author examined articles from the "Lifestyle" and "Travel" rubrics of the April 2019 issue, accessible in both English and Indonesian. The selected rubrics were based on the magazine's use of promotional language in its translations, enabling significant shifts in language viewpoint while preserving the original content. This method maintained that the translations remained accessible and relevant to readership in the target language.

This study used library research for data collecting, including the reading and evaluation of information. A variety of strategies were used to gather data. The first phase was reading the magazine in both editions, followed by examining any words, phrases, or sentences identified as modulation. After categorization, the next step was to identify the specific kind of phrase,

clause, or sentence relating to the defined types of modulation. At some point, notes were created based on the gathered data.

The data were examined with descriptive and qualitative methods. A variety of strategies were used to examine the data. The first approach was the collection and classification of data according to the forms of modulation procedures outlined by Vinay and Darbelnet (1995). Secondly, evaluate and define the results to assess the application of modulation procedures in translation, adhering to the same theoretical framework. This study used descriptive methodologies to provide pertinent data related to the research issue. All study data were articulated in sentence format. The data presentation method included descriptively conveying the information using words and phrases after the comprehensive analysis of the data.

4. FINDING AND DISCUSSION

This study indicates that the rubrics "Lifestyle" and "Travel" in Garuda Indonesia Magazine employ diverse modulation procedures. This study analyses and describes a total of 11 instances of modulation, categorised into eight types: abstract for concrete explicative modulation, part for whole, one part for another, reversal of term, negation of the opposite, active to passive, and exchange intervals for limits. It can be underlined that certain translation patterns in the two magazine rubrics use procedure modulation to achieve equivalence, readability and natural language in the target language.

Modulation: Abstract for Concrete

Abstract for concrete happens when the word is still abstracts in the source language translated into concrete words in the target language, vice versa. This modulation transpires when abstract expressions are converted into concrete expressions, transitioning from the general to the specific, from the collective plural to the singular, and from the indefinite to the definite article (Vinay and Darbelnet, 1995).

- a. SL: "So we could return together and I could experience the park through her eyes"
[p.73]
TL: "Kami dapat kembali ke tempat ini dan merasakan taman permainan ini lewat sudut pandangnya" [p.78]
- b. SL: "With our toddler all bundled up in towel at the end of the day" [p.74]
TL: "Kala si kecil terbungkus handuk di sore hari" [p.79]

In data (1), "her eyes" is concrete as it refers to a physical body part with a clear function, yet the translator shifts it to "sudut pandangnya," an abstract expression representing perspective or viewpoint. This change moves the focus from a concrete object to an abstract

concept shaped by experience and thought. Similarly, in data (2), "the end of the day" in the source language is abstract, emphasizing a phase rather than a specific time. However, it is translated as "di sore hari," a more concrete expression referring to a specific time frame (15:00–18:00 PM). In both cases, the translation involves a shift from concrete to abstract (data 1) and abstract to concrete (data 1), demonstrating modulation in perspective.

Modulation: Explicative

Explicative modulation has several forms in order to give the cause for the effect, the means for the result, or the substance for the object Vinay and Darbelnet, (1995). This modulation is a translation procedure that includes additional explanation to explain meaning. It is translating the implicit to explicit or vice versa.

- a. SL: "And memories of lounging by the pool reading a good book seem so alien to me now." [p.74]

TL: "Dahulu saya dapat bersantai di tepian kolam sambil membaca buku, namun kini hal semacam itu sulit dilakukan" [p.79]

For instance, data (1) "so alien" refers to something that is very foreign or far beyond someone's understanding, indicating that it is significantly different. Meanwhile, "sulit dilakukan" describes the effect of the foreign or different condition, where due to its foreignness, it becomes challenging to perform. The translator uses this modulation to shift the focus from the foreignness or unfamiliarity of "so alien" to emphasizing the effect of foreignness, which is "sulit dilakukan." This modulation changes the perspective on the condition, shifting from a description of the characteristic to a focus on the difficulty caused by that characteristic.

Modulation: The Part for The Whole

This modulation pertains to using one part of an item to represent the whole of the things. It denotes that part of an item is shown as its whole in the target language, or conversely (Vinay and Darbelnet, 1995). A single concept in the source language (SL) may be expressed with a broad description in the target language (TL) to enhance relatedness or accuracy, and conversely.

- a. SL: "Taking to the stage at the Indonesia Convention Exhibition Center"

TL: "Konser berlangsung di Gedung Indonesia Convention Exhibition." [p.27]

Data 1 illustrates the presence of modulation in the source language (SL) with the phrase "the stage," which is translated as "gedung" in the target language (TL). "Stage" denotes certain parts of the building, whereas "gedung" in the TL consists of the entire venue for the event. The focus in the SL is on the performance or activity occurring on the stage, since the term "stage"

in English frequently refers to the act of appearing or performing, so being the focal point of attention. In Indonesian, the focus is mostly on the location of the performance. Thus, in this translation, the phrase "the stage" constitutes a component of "Gedung."

Modulation: One Part for Another

One part for another modulation happens when a specific part of an object or idea in the source language (SL) is translated into a distinct part in the target language (TL). In this modulation, a particular part of an object is shifted utilizing another segment of the same object. In turn, it is synonymous (Vinay and Darbelnet, 1995).

- a. SL: "SL: "This is the area's most celebrated destination and justifiably one of the premier dive venues on the planet" [p.95]
TL: ""Destinasi paling tersohor ini merupakan salah satu tempat menyelam impian sejagat raya" [p.101]
- b. SL: "Thanks to our millennium celebrations back in 2010, we now have a new concert hall and a new hotel" [p.107]
TL: "Berkat perayaan 1.000 tahun kota ini pada 2010, kami sekarang punya Gedung konser baru dan hotel baru" [p.111]

Data (1) in the SL uses "on the planet," which generally refers to Earth, while the TL translates it as "sejagat raya," referring to the universe. Despite this shift, both still convey the intended meaning of Earth, illustrating a modulation where a broader term replaces a more specific one while maintaining referential equivalence. Similarly, in data (2), the SL word "millennium" denotes a specific time span, while the TL renders it as "1.000 tahun," which, though differing in formality and descriptiveness, still represents the same concept. These examples highlight how translation can involve shifts in expression while preserving the intended meaning through the substitution of different terms or parts within the linguistic system.

Modulation: Reversal of Term

Reversal of terms modulation is a form of modulation in translation that changes the perspective or point of view from the source language to the target language by reversing the terms or focus, without changing the main meaning. This technique often involves the use of antonyms, negation, or shifting subjects and objects to achieve a more natural translation (Vinay and Darbelnet, 1995).

- a. SL: "On the island of the Gods, ayam betutu is the speciality that you must try (betutu means 'roasted')." [p.58]

TL: “Sementara itu di Pulau Dewata, ayam betutu menjadi salah satu masakan yang sayang bila Anda lewatkan” [p.60]

- b. SL: “Leaving the streets of old New York behind” [p.73]

TL: “Setelah mengunjungi jalan – jalan di Kawasan New York lama” [p.77]

Data (1) in the SL conveys a recommendation to try something but is translated as "sayang bila Anda lewatkan" (don't miss it), demonstrating a reversal of "must" into "lewatkan" in the TL while maintaining the original meaning. This shift reflects a cultural adaptation, as Indonesian tends to frame recommendations in a more implicit and persuasive manner rather than direct obligation. Similarly, data (2) in the SL, "leaving the streets," which literally means departing from a certain area, is translated as "setelah mengunjungi" (after visiting), reversing "leaving" into "visiting" without altering the intended message. This transformation suggests a shift in perspective, where the TL focuses on the experience of the action rather than its completion. Both cases illustrate modulation through semantic reversal, emphasizing how translation not only transfers meaning but also adapts linguistic and cultural nuances to maintain coherence and readability in the target language.

Modulation: Negation of The Opposite

This type of modulation occurs when the meaning or expression in the source language (SL) is translated into its opposite in the target language (TL). The transformation may involve changing a negative sentence in the SL into a positive one in the TL or vice versa (Vinay and Darbelnet, 1995).

- a. SL: “Conveniently, situated just across the border from Singapore” [p.73]

TL: “Terletak tidak jauh dari perbatasan Singapura” [p.78]

Data 1, in SL “conveniently” in the SL context literally means easily accessible or ideally located. This translation demonstrates a negated approach, as "conveniently" is translated to "tidak jauh" (not far) rather than "dekat" (near). The translator chooses a negated translation approach. The translator adjusts the perspective from the direct positive “conveniently” to the negation of the opposite “tidak jauh” to make it sound more natural.

Modulation: Active to Passive

Modifying sentence structures in the target language (TL) from active to passive voice, or vice versa, is a kind of modulation in translation. Translators use this modulation technique to enhance fluency, clarity, or naturalness in the target language, all while maintaining the original meaning. Translators may modify the sentence structure between active and passive forms to conform to the grammatical and linguistic preferences of the target language, enhancing the effectiveness of the given message (Vinay and Darbelnet, 1995).

a. SL: "I could hear screams coming from the rollercoaster ahead." [p.73]

TL: "Teriakan – teriakan yang berasal dari wahana kereta luncur terdengar kuat." [p.77]

Data 1, modulation occurs during a transition from an active sentence in the source language to a passive sentence in the target language. In the source language, the statement is in the active voice, with the subject "I" performing the action of hearing the screams. In the TL, the sentence becomes a passive sentence as the focus switches to what is being heard (the screaming), with the agent (the person hearing) omitted. This modulation changes the perspective by emphasizing the screams rather than the person hearing them, which aligns with the characteristics of active to passive modulation

Modulation: Exchange of Intervals for Limits

In the context of time, the limit transforms into a specific point, while the interval represents a duration (Vinay and Darbelnet, 1995). This modulation entails a modification wherein temporal intervals and spatial constraints in the source language are adapted to phrases that are more prevalent and resonate more naturally in the destination language. The following data points are seen as an exchange of intervals for limits modulation.

a. SL: "The contest is held off the south Sumatra coast at Tanjung Setia Beach, known for its world-class surf and waves up to 10m high."

TL: "Kontes diadakan di Pantai Tanjung Setia. Sumatra Selatan, yang terkenal sebagai area selancar kelas dunia dengan ketinggian ombak 10 meter." [p.26]

Data 1 involves changing an expression that indicates a range or variability in the SL into a fixed point or specific value in the TL. In this example, the SL phrase "waves up to 10m high" suggests an interval, implying that the wave height can vary but may reach a maximum of 10 meters. However, in the TL, "ketinggian ombak 10 meter" indicates a definite measurement, implying that the wave height is consistently 10 meters. This shift from an interval to a limit reflects a structural and semantic adjustment aimed at improving the fluency and naturalness of the translation.

5. CONCLUSION

This study examines the types and application of modulation in English-Indonesian bilingual translations within Garuda Indonesia magazine. The analysis reveals that the most commonly used modulation is negation of the opposite modulation, as it ensures linguistic equivalence and prevents literal translation by prompting translators to find suitable equivalents while preserving the original meaning. In contrast, space for time and change of symbol modulation are absent, suggesting that translators prioritize clarity and readability, as these

modulations may cause reader confusion. These findings highlight the magazine's strategic use of modulation to achieve equivalence between source and target languages while maintaining its promotional effectiveness and adapting the text for reader comprehension.

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