

# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Background of Translation**

The biggest problem faced by most companies today is “Lack of Focus”. In today's economic conditions it is not easy for a company to survive and thrive. Especially for those who will start to build a business. One of the realities of living in the business is the occurrence of competition that sometimes gets sharper. In such circumstances, the company's management will strive to make continuous improvements to the company. The existence of increasingly fierce competition, requires the company to be able to determine the appropriate strategy for developing a company. One of the things that can be done by a company that is implementing the strategy of focus to help the company to survive in the competition.

In this final report, a motivation book for business has been chosen as the object of translation. The title of this book is “Strategic Focus (A Gameplan for Developing Your Competitive Advantage) by Stephen C. Tweed. Beginning with a definition of the concept of Strategy Focus, this book describes how to create a clear vision in the future. Going beyond simply what to do, Strategic Focus describes in detail how to do it. The reader can pick up more good ideas that can be applied immediately.

As there are many kinds of English book, yet the writer thought that translating this book will be useful for readers who will start a business or even who are undergoing a business to improve for the better. For it contains a variety of knowledge related to business and motivation to developing a company.

Translating a book is considered as not an easy thing to do, the language is quite hard to understand. The translators must have expertise in this matter. Since translation is not only changing the word from the source language to the target language, but also changing the sentence without left the meaning as well. Newmark (1988:94) stated that the translation is not only about finding the equivalent word which is accurate, acceptable and readable but also connecting the word with the culture where the language belongs to. Therefore, an ability should be owned by the translator to create the meaning in the source language same with the target language, then it will not make the reader misunderstood.

### **1.2 Purposes of Translation**

The followings are some purposes in this translation:

1. To improve the translation skill.
2. To increase knowledge about method, process of translation.
3. As a final report of graduation terms.

### **1.3 Significances of Translation**

This translation is expected to be a benefit for the readers, and could be used by other translators and readers in term of :

1. Theoretically, the translation of Strategy Focus are expected to give the reader more motivation to manage the focus strategy and help the reader more easily to understand the contents of this book in the Indonesian version as a target language.
2. Practically, this final report of this translation can show the theories development about translation, like methods, process, and the result of the translation Strategy Focus itself can improve my knowledge related to the topic.

#### **1.4 Process of Translation**

The process of translation is a series of actions in which the translator devotes his knowledge, skills and abilities to transfer message from the SL into the TL. Nida and Taber (1969:33) divide the process of translation into three steps : 1) analyze SL messages, 2) transfer, and 3) reconstruct message in TL.

The analysis phase is the phase where the relation between grammatical and meaning of each word and the combination of words are analyzed and reviewed: at this phase, what is written (the main structure) is analyzed according to the meaning or the combination of words, according to textual or contextual meaning in order to gain an understanding of what message the discourse wishes to convey.

In the transfer phase, the text that has been analyzed in the first phase is transferred in the translator's mind from SL into TL. At this stage the inner

structure (brain work) operates for search the equivalence of any information understood from the process in the first stage.

The reconstruction phase is the phase where the translator rewrote or revisit the text that already processed in phase 1 and 2, so that the result of the translation has reasonable legibility and acceptable in the TL. Weber (1989) added one further step, that is -the evaluation phase- the evaluation and revision phase where the weaknesses and irregularities can be corrected and straightened out constantly by comparing and matching the TL message with the SL.

The process of translation involves a great deal of non linguistic factors. It is obvious that it is based mainly on some internal and non observable phenomena. However, 'translation theory', for long, dealt mainly with linguistic matters excluding the role of the translator, the human element which manifests itself in all aspects of the process.

Along this line, more psycholinguistic research is needed to unravel the different mental processes involved in translation, especially those concerning the transfer of meaning from SL to TL. The problem of representing this transfer of meaning is mainly due to the problem of comprehending the nature of thought in its abstract form. The essence of translation is, thus, more complex involving areas of no direct connection with linguistics.

### **1.5 Method of Translation**

When transferring the message from source language to target language, the translator needs the way how to translate. Newmark (1988) gives the name of

the way of translation as method. The selection of method considerate of the following matters like the type of text, the target leader, intended of the author and the purpose of translation.

Another method of translation comes from Newmark (1988:45). He outs eight translation methods display briefly in V diagram as follows:



### **1. Word for word**

The translation based on the source language, the method is commonly used for translating the simple sentences. This method genuinely translates word by word without shifting the structure of the source, such as:

*SL: Henry was a 56-year-old businessman*

*TL: Henry adalah seorang 56 tahun pengusaha*

### **2. Literal Translation**

The translation has identically with the source, but the translator finds the common gramatical of the source close to the the target language in order more natural. According to Djuhari (2013:18) this method usually used in first process of tranlation to know the problem that should be solved.

*SL: Large drops of rain were beginning to fall.*

*TL: Tetesan hujan yang luas sedang mulai jatuh.*

### 3. Faithful Translation

According to Newmark (1988:46) that A faithful Translation attempts to reproduce the precise contextual meaning of the original within the constraints of the TL grammatical structures. So the translation is still clumsy. Such as:

*SL: Ben is too well aware that he's naughty.*

*TL: Ben menyadari terlalu baik bahwa ia nakal.*

### 4. Semantic Translation

This method differs from 'faithful translation' only in as far as it must take more account of the aesthetic value (that is, the beautiful and natural sounds of the SL text, compromising on 'meaning' where appropriate so that no assonance, word-play or repetition jars in the finished version (Newmark: 1988). Such as:

*SL: He is a book-worm.*

*TL: Dia adalah seorang yang suka sekali membaca.*

It is easy to understand but still inappropriate for our culture in Indonesia that called a book worm as '*kutu buku*'.

### 5. Adaptation Translation

It is used mainly for plays (comedies and poetry; the themes, characters, plots are usually preserved, the SL culture converted to the TL culture and the text rewritten (Newmark, 1988:46) Such as:

*SL: As white as snow*

*TL: Seputih kapas*

## 6. Free Translation

Free translation reproduces the matter without the manner, or the content without the form of the original. Usually it is a paraphrase much longer than the original, so-called ‘intralingual translation’, often prolix and pretentious, and not translation at all (Newmark, 1988: 45-46). The example:

*SL: Look, little guy, you-all shouldn't be doing this.*

*TL: Dengar nak, mengapa kamu semua melakukan hal-hal seperti ini. Ini tidak baik.*

## 7. Idiomatic Translation

The idiomatic translation produces original ‘messgaes’, but tends to change the meaning with the natural or colloquial and the idiom does not include in the source (Newmark, 1988:47 ; Djuharie, 2013:20). Such as:

*SL: I am starving!*

*TL: Perutku keroncongan !*

## 8. Communicative Translation

This translation method shofts the contextual meaning which is appropriate from the source so both the content and the language is easy to be understood by the reader (Newmark, 1988:47 ; Djuharie, 2013:20).

Nababan (2003:41) also suggests that this method emphasizes the messages

*SL: Keep of the grass !*

*TL: Dilarang menginjak rumput !*