

## CHAPTER I

### INTRODUCTION

This chapter consists of the background of *How To Say No And Keep Your Friends* Translation. The objective of translation which tells about the purpose of the book translation. Significance of translation explain about the benefit of the book translation either theoretically or practically. And the last is the theory of translation, it tells about theories of translation which supported by experts, and includes the method of translation, there are eight methods of translation.

#### **I.1 Background of Translating *How To Say No And Keep Your Friends***

Translation is the solution in understanding the books or other materials or even the conferences as the supporting sources for the development of technology and science which are very important for all the people in the world. Many books and materials about technology and science are published; therefore it should be learned and understood by the people. Also, many meetings or conferences held in order to share the development of technology and science among the countries in the world.

However, many of those books and materials are published in foreign language, also, many meetings or conference are using foreign language which cannot be understood by the people who do not use that language as the means of communication in their daily life. Therefore, it is the role of translation to translate those books or materials and the conferences into the language which can be

understood by the readers or participants, in this case is the Indonesian people with Bahasa Indonesia as the national language.

Translation is a target text written as a result of the translator's comprehension of source text. However, as Nida states that since no two languages are identical, either in the meanings given to corresponding symbols or in the ways in which such symbols are arranged in phrases and sentences, it stands to reason that there can be no absolute correspondence between languages. Besides, also states that a good translation should be accurate, clear and natural so it does not sound foreign.

Therefore, to get a good translation, translator should master in both source and target language. There are competencies should be possessed by translator, they are language competence, textual competence, subject competence, cultural competence, and transfer competence. There are also some factors should be considered by the translator in order to produce a good translation product. Every language in the world has its own characteristics. Therefore, when the source language and the target language are widely different in structure and cultural background, there cannot be an exact equivalent transfer of the source language into the target language. To overcome the differences in characteristics of these languages, translators are required to understand the structure of both the source and target languages. It can be said that translation is a complicated process encompassing both linguistic and non-linguistic problems.

One aspect of the linguistic problems to be mastered by a translator is the structure, meaning the sequence of linguistic units that have relationship to each

other. A translator who translates English text into Indonesian has to be competent in mastering both English and Indonesian language structure. It will make them capable in grasping the meaning embedded in the text accurately, and will allow them to transfer the same meaning correctly and appropriately using the suitable structure in the target language. Both English and Indonesian are different from each other both in their phonological and grammatical aspects.

As Nida (1974) states that each language possesses certain distinctive characteristics which give it a special character, e.g. words, building capacities, unique patterns of phrase orders, techniques for linking clauses into sentences, discourse markers and special discourse types such as poetry, proverbs and expressions. This study tries to find out the shifts in form and meaning in the Indonesian translation of English noun phrases. This is because the core of equivalence and shifts are in the form and meaning. In equivalence and shift, the meaning is more important than the form. Besides, equivalence focuses to cases where languages describe the same situation by different structure.

Whereas, when the form in source language has a new form or different form from the target language, it is called shifts. States that 'shifts' is departures from formal correspondence in the process of going from the SL to the TL. The reason why this topic is interesting to be discussed because as we know that noun phrases exist in every sentence of language, especially in English as the source language of this final project. However, many of us are still confused in differentiating the word order in head words of the English and Indonesian noun phrases. It is because the English and Indonesian head words are not the same. In

Indonesian noun phrases, the head word is head – initial position, while in English the head word is head – final position. Therefore, the core of the phrase is head word, which is used to determine the meaning and the word class.

Translation is known as the process of translating words or text from one language into another. It can be sure that translation is very important, especially to people who do not understand it and they find some difficulties in understanding the message. It is very important to help to get the message of the readers.

In another case, the process of transferring and finding the accuracy of equivalent from the Source Language (SL) into the Target Language (TL) is considered as another difficulty. Therefore, the translator has to be able to reconstruct the result of his translation to be a work that appeared like the original work. That would be better if a translator also has a basic knowledge of literature too. In this case, he has to be able to maintain a beautiful aspect of his language form and also gives attention to the content of the messages.

In this case, this book is *How To Say No And Keep Your Friends*. The writer interested in translating this book because, this book will be very useful for anyone who read it, and the English vocabulary contained in this book belong to a fairly light vocabulary, so the writer is very helpful in translating the contents and meaning of this book . All the material and messages conveyed in this book will certainly add knowledge to anyone who reads it, especially for teenagers who are still difficult to control unstable emotions, and difficult in making a decision. So that readers, especially those who understand Bahasa Indonesia, can also read this

book in a language they understood, and readers will gain new knowledge, which has never been obtained.

### **I.2 Objective of Translating *How To Say No And Keep Your Friends***

The objective of translation are :

- a. To understand and explore how much skill and techniques that needed to be use and application to be a good translator;
- b. To find out the meaning of the new vocabulary and how to translate it;
- c. To Increase the translation skill;
- d. To Improve the writer's ability to translate;
- e. To make the writer can be able to classify the translation variations of simple sentence till the complex sentence in the book and its translation;
- f. To help readers in understanding the translated book content in indonesia language, the messages conveyed in the book which translated by the writer;
- g. To add vocabulary size, and
- h. To apply translation methods in translating this book into Target Language (TL).
- i. To add knowledge that contained in this book.

### **I.3 Significance of translating *How To Say No And Keep Your Friends***

According to the theories that so many translation experts talking about, it can help the writer make a better translation. So that the result of the translation

can be used as an additional knowledge and information for supporting the development of translation theory. And the other benefits is as an application of science translation ever obtained by the writer at the time of college.

Practically, it can give knowledge to lecturers, students, and other writer. This final project can be used as an additional reference for the lecturers, students and other writer. The result of this final project can be used as an additional knowledge to improve students abilities in analyzing simple sentence till complex sentence translation. And the last, this final project can be used to stimulate other final projecters in conducting further ted to this final project from other points of view.

#### **I.4 Theory of Translation**

Translate/Translation. If you consult an English dictionary, it will give the definition of the word “translate” as, “1. To give the sense or equivalent of in another language; change into another language” Or “carry over into one's own or another language.” Obviously, this definition is too broad and loose. This definition is almost the same as “interpret” which means to explain in other words. This would accommodate all the loose methods currently being used by liberal “translators” today.

In answering the question “What Is A Translation?” Francis Steele writes, “The liberties taken by many so-called translators is seen in their violation of the limits of true translation in distinction from paraphrase. Any technical definition of ‘translation’ must emphasize the meticulous accuracy with which such limits



must be observed, especially by scholars who profess to believe in scriptural revelation.”

He then gives this wonderful definition of the word translate/translation, “A translation should convey as much of the original text in as few words as possible, yet preserve the original atmosphere and emphasis. The translator should strive for the nearest approximation in words, concepts, and cadence. He should scrupulously avoid adding words or ideas not demanded by the text. His job is not to expand or to explain, but to translate and preserve the spirit and force of the original... Not just ideas, but words are important; so also is the emphasis indicated by word order in the sentence”

There are some definitions of translation. Nida & Taber (1969:12) state that translation consist of reproducing in the receptor language the closest natural equivalence of the source language message, first in terms of meaning and secondly in terms of style. Newmark (1988:25) states that translation is rendering the meaning of a text into another language in the way that the author intended the text.

Newmark (1981: 7) defines translation as “a craft consisting in the attempt to replace a written message and/or statement in one language by the same message and/or statement in another language”. The meaning, context, though, or message of both source of reproducing in the receptor language, the closest natural are equivalent to the message of source language. The first is meaning and secondly is style. The message of source language must equivalent. The reader of

translation who knows the target language only will be confused if the target language is influenced by the source language.

Meanwhile the result of translation must be transferring the meaning of the source language clearly. In order to make the clear meaning of source language, it is expected that the meaning of target language can be understood by the readers. So, the result of translation must be readable. In target language, readability is needed, because it makes the readers easier to catch the content of the translation text, conversely when the translation text is not readable. It will make the readers difficult to understand the content of the text well.

#### **1.4.1 Method of Translation**

Newmark (1988) mentions the difference between translation methods and translations procedures. He write that, “while translation methods relate to whole texts, translation procedures are used for sentences and the smaller units of language” (p. 18). To facilitate a translation process people use the translation method in other to get a good translation result.

There are some methods of translation by Newmark :

##### **a. Word for word Translation**

Word for word translation is the method of translation in which the SL word order is preserved and the words translated singly by their most common meanings, out of context and does not take grammar into account. The source language is translated word by word.

SL: Make a good decision.



TL: Membuat sebuah baik keputusan.

**b. Literal Translation**

Literal translation is the rendering of text from one language to another “word for word” with or without conveying the sense of the original. In which the SL grammatical constructions are converted to their nearest TL equivalents, but the lexical words are again translated singly, out of context.

SL: Come up with a better idea.

TL: Muncul dengan ide yang lebih baik.

**c. Faithful Translation**

Faithful translation attempts to produce the precise contextual meaning of the original within the constraints of the TL grammatical structures. It transfers cultural word and faithfully follows the SL grammatical forms.

In which this method attempts to reproduce the precise contextual meaning of the original within the constraints of the TL grammatical structures. It transfers cultural words and preserves the degree of grammatical and lexical abnormality (deviation from SL norms) in the translation.

SL: Seemingly, he is unhappy.

TL: Dia (laki-laki) tampak tak bahagia.

#### **d. Semantic Translation**

Semantic translation differs from 'faithful translation' only in as far as it concerns and must take more account of the aesthetic value that is the beautiful and natural sound of the SL text. In addition, the method compromises on an appropriate meaning. So, that no assonance, or repetition jars in the translation.

SL: He is a bad egg.

TL: Dia (laki-laki) merupakan seorang yang suka sekali berbuat jahat.

#### **e. Free Translation**

Free translation produces the TL text without the style, form, or content of the original. Free translation is the translation, which is not bonded structure and manner.

Free translation is the translation, which is, not bonded structure and manner. In this translation, translator is usually paraphrase original text but SL manner, content, and form are not used. In the free product, the text do not maintain the content of the original anymore and use the forms that are easier to understand and usually shorter than the original one.

SL: The trees in the forest.

TL: Pohon-pohon yang tumbuh di hutan.

#### **f. Adaptation**

Adaptation is the freest form of translation, and it is frequently used for plays (comedies) and poetry; the themes, characters, plots are

usually preserved, the SL culture is converted to the TL culture and the text is rewritten.

SL: Like father like son.

TL: Buah jatuh tidak jauh dari pohonnya.

#### **g. Idiomatic Translation**

Idiomatic translation reproduces the ‘message’ of the original or source text but tends to distort nuances of meaning by preferring colloquialisms and idioms where these do not exist in the original.

SL: He is a thief.

TL: Dia panjang tangan.

#### **h. Communicative Translation**

Communicative translation attempts to render the exact contextual meaning of the original in such a way that both content and language are readily acceptable and comprehensible to the readership (Newmark, 1988: 45-47).

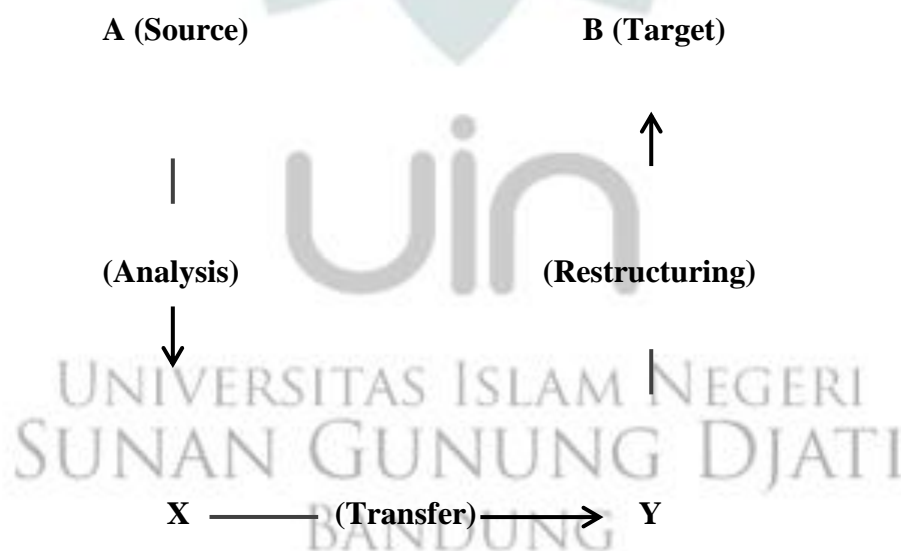
SL: I would admit that I am wrong.

TL: Saya mengaku salah.

### **1.4.2 Process of Translation**

Translation is an activity of changing a written text in source language (SL) into a target language (TL) without changing the message intended in the text.

Translation process is a procedure which consists of some steps in a practice of translating. Two experts, Nida and Taber (1982: 33), suggest three stages in the process of translation, namely: analysis, transfer, and restructuring. With respect to that matter, they states as follows: "The second system of translation consists of a more elaborate procedure comprising three stages: (1) analysis, in which the surface structure, i.e. (2) transfer, in which the analyzed material is transferred in the mind of a translator from language A to language B, and (3) restructuring, in which the transferred material is restructured in order to make final message fully acceptable in the receptor language". The following is the diagram of translation process according to Nida and Taber.



**(Translation process by Nida and Taber (1982: 33))**