

CHAPTER I

INTRODUCTION

This chapter presents about the background of translation, purpose of translation, significance of translation and translation theory which include process of translation and method of translation.

1.1 Background of Translation

Language has an important role in human life. It means that all human can communicate with others by language. People use language to express everything in their mind and it also can improve communication skill. Because of the importance of the language role, then humans cannot be separated from using language. There are many languages in the world. One of them is English which is recognized as an international language. Although English as an International language, sometimes people have many difficulties to understand the meaning of that language. One of the ways to understand foreign language by using translation.

Nowadays, translation skill is very needed. Not only in almost all of Indonesian companies which cooperate with foreign companies but also for books like novels, science books and another books with foreign language that will be released in Indonesia, it must be translated into Indonesian first, so that the translators are very needed in this case.

According to Newmark (1991: 27) the act of translating is very brief. It is the act of transferring meaning of a stretch or a unit of language. The whole or a part, from one language to another. Nida and Taber (1982: 12) see translating as a process of reproducing in the receptor language the closest natural equivalent of the source language message, first in terms of meaning and secondly in terms of style. In other words, translation is a transfer of meaning, message, and style from one source language to the target language. In the order of priority, style is put the last. The thing to understand in translation that the transfer is message or meaning contained in the source language, so the result target language is said to be equivalent. So many kinds of books that there are usually needed to be translate, such as a novel, academic books, fiction and nonfiction books, and there are motivation books.

The book to translate in this project is entitled "*How to Say No to Alcohol*". That book is one of motivation book that has been chosen by the writer to be translated. Because this book will give a lesson, motivation and a direction to people not to drink alcohol. Not only to tell people about the danger of alcohol, but also to be beneficial to alcohol addict to stop drinking.

1.2 Purpose of Translation

The purposes of translation are as follows:

1. To understand the content of book "*How to Say No to Alcohol*"
2. To give the readers a motivation and inspiration of life so that does not drink alcohol
3. To help the readers understanding the content of book in Bahasa version

4. To improve the writer's skill in translation field
5. To understand the translation process form English into Indonesian text

1.3 Significance of Translation

There are some benefits of translation both theoretically and practically:

1. Theoretically, the final report can show the development of the theories about the strategies of translation, the process of translation, technique and result of translation.
2. Practically, the final report can help other writers and students of translator to increase knowledge about the strategy of translation and the process of translation.

This is also practically useful as a reference for them. And the translation would be meaningful for the readers, especially to those who are curious about the content of book either as a conclusion or as a whole text of "*How to Say No to Alcohol*" so they will understand how someone got enlightenment from his teacher.

1.4 Translation Theory

The main theory of translation has always been to understand the languages and subject involved and transfer the information, but there are two opposing theories on the best way to accomplish this. Along with the development of translation, there are various definition about translation mentioned in some references. According to catford (1978: 20) in Widyamartaya (2006: 12) says that translation is the replacement of textual material in one language by equivalent textual material in another language.

Based on Nida and Taber (1974: 12) that translating consist in 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.

From these definitions, it can be concluded that translation is a process of transferring source language to target language followed by the meaning that must be conveyed and good language style in the target language fit in with the target language. These are some theories about translation from various experts:

1.4.1 Method of Translation

According to Peter Newmark (1988:45), the central problem of translating has always been whether to translate literally or freely. Newmark (1988:45-47) says there are eight methods of translation:

1. Word-for-word translation

This is often demonstrated as interlinear translation, with The TL immediately below the SL words. The SL word-order is preserved and the words translated singly by their most common meanings, out of context.

Cultural words are translated literally. The main use of word-for-word translation is either to understand the mechanics of the source language or to construe a difficult text as a pre-translation process.

Example:

SL: How to say no to alcohol.

TL: Bagaimana untuk mengatakan tidak pada alkohol.

2. Literal translation

The SL grammatical constructions are converted to their nearest TL equivalents but the lexical words are again translated singly, out of context. As a pre-translation process, this indicates the problems to be solved.

Example:

SL: When I gave up drinking I just stopped. I had no plan.

TL: Ketika saya berhenti mabuk saya hanya berhenti. Saya tidak punya rencana apapun.

3. Faithful translation

A faithful Translation 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. It attempts to be completely faithful to the intentions and the text-realisation of the SL writer.

Example:

SL: The problem is time, and what to do with it.

TL: Masalahnya adalah waktu, dan apa yang harus dilakukan untuk mengisinya.

4. Semantic translation

Semantic translation 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.)

Example:

SL: great hole in your life where drink used to be.

TL: Kamu tidak boleh terjun kedalam lubang yang sama

5. Adaptation translation

This is the 'freest' form of 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. The deplorable practice of having a play or poem literally translated and then rewritten by an established dramatist or poet has produced many poor adaptations, but other adaptations have 'rescued' period plays.

Example:

SL: The first day is the worst. It hits you like a cold shower, like a bereavement.

TL: Hari pertama adalah yang paling buruk. Seolah olah kamu mandi di air yang sangat dingin, seperti kehilangan sesuatu

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, a so-called 'intralingual translation', often prolix and pretentious, and not translation at all.

Example:

SL: Alcohol is everywhere. No occasion is too small for a drink and a celebration is inconceivable without someone opening a bottle.

TL: Alcohol ada dimana-mana, acara sekecil apapun biasa dilakukan dengan orang-orang yang merayakannya dengan minuman alcohol.

7. Idiomatic translation

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

Example:

SL: I had only just given up and life had come to a halt.

TL: saya hanya sudah berhenti dan hidup tidak berakhir sampai disini.

8. 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.

Example:

SL: One of the main reasons why we drink is to give ourselves confidence, in the belief that a few glasses oils the tongue and sets us at ease-especially with strangers.

TL: Salahsatu alasan mengapa kita minum alcohol adalah untuk memberikan rasa percaya diri, dengan keyakinan bahwa dengan segelas pelicin lidah akan membuat kita nyaman terutama dengan oranglain.

1.4.2 Process of Translation

Nida and Taber explained about the process of translation. Nida and Taber (1974: 33) introduce three stages in a process of translation. This process begin by analyzing source language into grammatical and semantic structure of the target language. Second is transferring the meaning and the last is reconstructing the grammatical and semantic structure into the appropriate source language forms in order to create an equivalent target language.

Newmark (1988: 144) mention three basic translation process. The first process is the interpretation and analysis of the source language text. The second process is the translation procedures, which maybe direct or on the basic of source language and target language corresponding syntactic structures, or through an underlying logical “interlanguage”. And the last process is the reformulation of the text in relation to the writer’s intention, the readers expectation and the appropriate norms of the target language.

Based on some explanations of the process of translation above, we will draw a conclusion that the translator should be transfer either message forms of the source language being translated into equivalent target language and should be in natural way. It means that a translating the text should not be read as a result of translations. The readers should read the translated text as a text which is written in their own language. In other words, there must be equivalence between source language and the target language.