

CHAPTER I

INTRODUCTION

This chapter presents the introduction of the research. It contains background of problem, research questions, purpose and significance of research, method of research, clarification of the terms and organization of paper.

1.1. Background of Problem

Nowadays, translation becomes an important part of human civilization since it can improve cultural exchanges each nations do all over the world. Translation is an activity that has a great object which uses a language. Pinhuck (in Suryawinata & Hariyanto, 2003:12) stated “Translation is a process of finding a Target Language (TL) equivalent for a Source Language (SL) utterance”.

Baker (2001) states “translation is difficult, even for bilingual people. To begin with, you have to know two languages intimately, and even if you speak two or more languages fluently, it is not a trivial matter to produce a good translation.” Translation is re-telling, as exactly as possible, the meaning of the original message in a way that is natural in the language into which the translation is being made. He also added that in translating process translators have to master two languages and negotiate the difficulties that arise when trying to transfer a message in one language and culture to another language (which differs from the first in phonology, morphology, syntax, and discourse conventions) and culture (which differs from the first in history, geography, material culture, values and religion).

Translator plays an important role in translation. He holds a very essential factor in facilitating people or readership to attain a satisfying translation service. The capability of translator will determine the quality of the translation output. The more capable a translator is the better quality of translation product will be. There are many criteria that forced to the translator in order to make a good translation. A translator has to know both the source language and the target language. Besides, the translator might have to do an appropriate translating process to make a good translation. So, it might important to know about process of translation. Nida and Taber (1969:33) divided the process of translation into three phases; 1) Analysis of message in source language, 2) Transfer, and 3) reconstruction of the transferred message in target language.

The translator does not only know the process of the translation, but the translator also has to make a good translated product in the end of translator's works. It is the most important thing for the translator, because people just know the result of translated product, and do not know about the process.

To make a good translation product, translator should not only expert the Target Language (TL) and Source Language (SL) but also expert in translation theory, which according to Newmark (1982:19) can provide a framework of the principles restricted rules and hints for translating and criticizing translation.

Translators are usually organized by a committee which is called translation agency. Thousand of scientific papers and textbook are published every year in many languages on every possible sophisticated subject. It causes

many translation agencies appear nowadays and the necessity of translation is very urgent. Moelyono (1993:2) states:

“which one are cheaper (cost) and more economical (time) for us: teaching foreign language to the students in order to they can read foreign books or translate the foreign books in order to people can learn the science”.

The translation agency can help students especially those majoring non-English who want to translate both their assignments and textbooks. In fact, they are mostly the post-graduate students. Most of the textbooks which are used by the post-graduate students are written in foreign languages and most of them are in English. They take benefits of translation agency or translate their textbooks. It is a fact that the translation agency has a very important role.

However, there are some constraints in translating English textbooks. For example, the lack of translators who understand sciences like chemistry, economy, automotive, etc. The second, the lack of terminology dictionary which belongs to the translators.

The case below is an example of comparison of translation product from the translation agency:

Source Language	Target Language (Translation Agency)	Target Language (Expert Version)
<i>Centuries ago, a young girl sat as still as she could while a man carved her picture into a large stone in a palace wall.</i>	Beberapa abad yang lalu, seorang gadis duduk dalam keheningan sementara seorang lelaki mengukir gambar dia dalam sebuah batu yang besar di sebuah dinding istana.	Berabad-abad yang lalu, alkisah seorang gadis kecil duduk mematung sementara seorang pria memahat gambarnya pada sebuah batu besar di tembok istana..
<i>It had taken many days.</i>	Ini memakan waktu beberapa hari.	Pemahatan itu memakan waktu berhari-hari
<i>She was very glad when</i>	Dia sangat bahagia	Dia sangat senang

<i>he almost finished it.</i>	<i>ketika pengukir itu hampir menyelesaikannya.</i>	<i>ketika pria itu hampir menyelesaikan pahatannya.</i>
<i>Her fingers tugged at the golden hawk that hung on a string of red beads around her neck.</i>	<i>Jarinya menarik sebuah elang emas yang menguntai pada sehelai benang dari manik-manik berwarna merah di lehernya.</i>	<i>Jari-jarinya memegang bandul berbentuk elang emas yang menggantung pada untaian manik-manik merah yang melingkari lehernya.</i>
<i>But the necklace broke and the beads scattered on the ground.</i>	<i>Tetapi kalung rusak dan manik-maniknya tersebar berhamburan di tanah.</i>	<i>Namun, kalung itu putus dan manik-maniknya berhamburan di tanah</i>
<i>The carver picked them all up and he promised to fix them in a short time.</i>	<i>Pemahat mengambil dan mengumpulkan manik-manik tersebut dan berjanji untuk memperbaiki kalungnya itu dalam waktu yang singkat.</i>	<i>Si pemahat memungutnya semua dan berjanji untuk memperbaikinya dalam waktu singkat.</i>
<i>The girl said that the necklace was a birthday present from her father.</i>	<i>Si gadis itu mengatakan bahwa kalungnya itu adalah hadiah ulang tahun dari ayahnya.</i>	<i>Gadis itu mengatakan bahwa kalung itu adalah hadiah ulang tahun dari ayahnya.</i>

Based on the sample of cases provided in, there are incorrect choices of word in the translation product by agency according to an expert. It makes the translation sounds awkward.

From the case above, the writer attracts to know more about the quality of translation agencies product is. The writer analyzed it and knowing whether is it good or not according to the respondent that is chosen by the writer. Hence, the title of this research is The Quality and the Methods in Translating English Text into Bahasa Indonesia (A Case Study of Translation agencies on Jl. Dipatiukur-Bandung).

1.2. Research Question

Using Larson theory, there are three characteristics of translation quality; they are clarity, accuracy, and naturalness. Hence, in this research the writer wants to know about the quality of the translation product of translation agencies based on Larson's theory of translation and the experts judgment (in this case the experts translation). The research questions are formulated as follows:

1. How is the quality (accurate, clear and natural) of translation product of translation agencies?
2. If any, what kind of translation methods used by the translation agencies in doing their works of translation?

1.3. Purpose and Significance of Research

1.3.1. Purpose of Research

- a. To analyze the product of translation by the translation agencies.
- b. To find out whether the translation agencies use certain methods in doing their works.

1.3.2. Significance of research

The significance of this research is expected:

- a. To acknowledge whether that the translation agencies followed the right order, so that the translation product would be more reliable.
- b. For personally, this research is to enrich the writer's knowledge to become a good translator.

1.4. Clarification of The Terms

1. *Translation agency* refers to any person or people who deal with business or organization that provides a particular service especially on behalf of translating business.
2. *Translating* refers to transfer the meaning from one language to another.
3. *Translation quality*: standard value about how good or bad something is.

Larson mentions about the characteristics of a good translation as follows:

- a. Uses the normal language forms of the receptor language.
 - b. Communicates, as much as possible, the receptor language speakers the same meaning that was understood by the speaker of the source language.
 - c. Maintains the dynamics of the original source language text.
4. *Experts judgement*: in this case refers to the person who is the expert translator having a lot of experience in translating different kind of texts with different genres for national as well as international clients.

1.5. Conceptual Framework

Translation is a complex job. Here, translators have to re-tell the meaning of the original message in a way that is natural in the language into which the translation is being made. It has to be as natural and accurate as the original text. Newmark states (1988: 5) that *translation is rendering the meaning of a text into another language in the way that the author intended the text.*

The process of translation is viewed as an interrelation between the original text and the translated text. Larson (1984: 09) states his opinion about this matter, as follows:

“Translation consist of studying the lexicon, grammatical structure communication, situation, and cultural context of the source language text, analyzing it in order to determine it is meaning, and then reconstructing this some meaning using the lexicon and grammatically structure which are appropriate in the target language an its cultural context”.

Everybody cannot hide from the facts that the process the translating passes. Through some factors, Larson (1984:485) in his book that is Meaning-based translation presents five steps in the testing translation, there are:

1. Comparing with the source text
2. Back translation in to the source language
3. Comprehension checks
4. Naturalness and readability testing
5. Consistency checks

In this research, the writer investigated a translation of a story that was translated by three freelance translators. The translation of target language becomes the focus of this study. The translation is viewed based on Larson theories that are naturalness, clarity, and accuracy.

The first is naturalness—a translation should not sound ‘foreign’. It should not sound like a translation at all, but like someone speaking in the natural, everyday way. The second is Clarity—the translation should be clear and

understandable. The translator aims to communicate the message in a way that people can readily understand. The last is Accuracy—the translator should re-communicate the meaning of the original message as precisely as possible in the language into which he is translating.

However, in this research the steps of Larson are not be able to be applied definitely the same. In Larson's book, he offered the steps for testing translation in the form of sentences. Differently, in this research, the writer faces translation in the form of word mostly. In this case, the writer faces a different character of text comparing with the form, which is offered by Larson, so that the writer has chosen the suitable steps form Larson's theory (1984:495) for this research.

In this research, the writer makes some steps based on Larson's theory (1984:485), in analyzing the data gathered. The steps are as follows: The language items were in the form category of sentences. Then, the writer gave the translated text to the expert which called naturalness test, to know how was the experts' measurement about the quality (naturalness, clarity and accuracy) of the translated text of freelance translator. The next step was the writer classified the experts' measurement and made a briefly explanation based on the experts' measurement. The last was made a conclusion about the quality of the three translators.

Newmark (1988: 05) mentions that there are eight translation methods, emphasizing on the translator attitude to choose the method closest to source language or closest to target language. He puts it in the form of flattened V diagram:

Word – for – word translation

Adaption translation

Literal translation

Free translation

Faithful translation

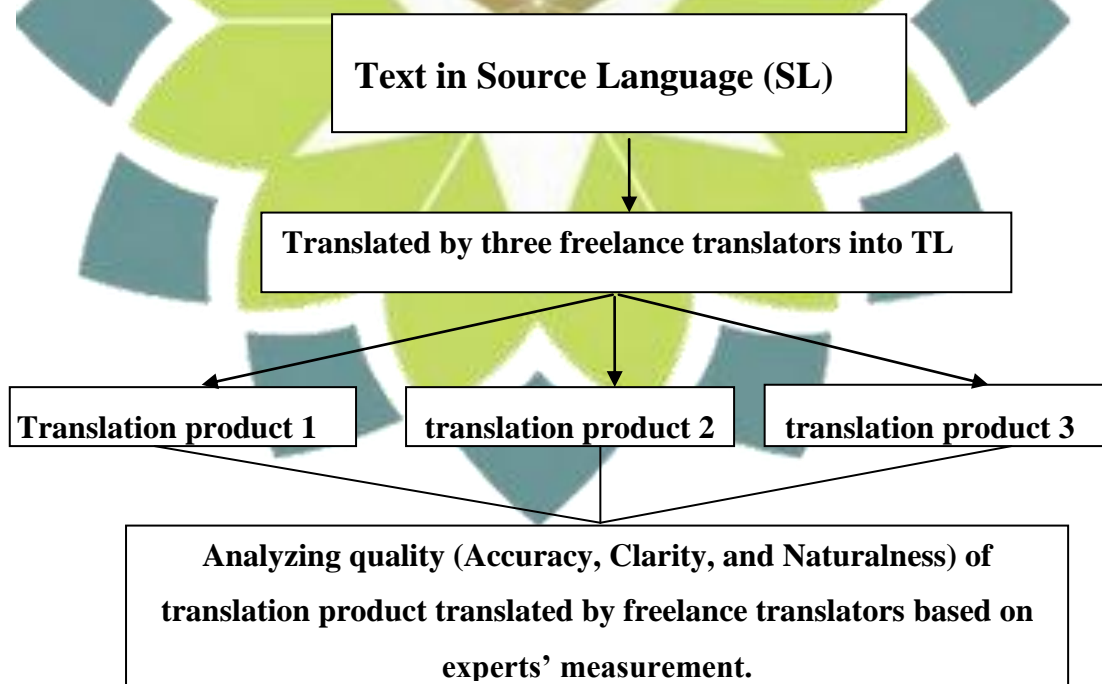
Idiomatic translation

Semantic translation

Communicative translation

Commenting on the eight methods, Newmark believes that only semantic translation (SL emphasis) and communicative translation (TL emphasis) fulfils the aim of translation those are naturalness. Also according of Larson (1984: 425) that theory is “a good of successful translation is a translation which is not like translation”. It means the translation has to fulfill three criterions, which are natural, clear and accurate.

See the scheme below was for make the concept of this research clearly:



1.6. Organization of Paper

This research is presented in five chapters as follows. Chapter I, Introduction, contains the background of problem, statements of problem, research questions, purposes and significances of research, conceptual framework and organizational of paper. Chapter II, Literary Review, describes the theories that provide a basis for conducting the research. It explains about the translation theory. The theories related to the study are presented in chapter two are the theories of translation Quality. Chapter III, Methodology, focuses on the methodology and procedures of the research. It comprises of research design that provides the description of descriptive qualitative method, and it also consists of object of the research, data source and the techniques of collecting and analyzing data. Chapter IV, Data Analysis and Discussion, discuss the data analysis, the findings of the research along with the writer's interpretation of the result based on the theory given previously. Chapter V, Conclusion and Suggestion, provides conclusion of the research and the suggestion.