CHAPTER I

INTRODUCTION

This chapter presents the background of translation, purposes of translation, and translation theory.

1.1 Background of Translation

Language is a communication tool used in spoken or written. In *Cambridge Dictionary* described that language is "A system of communication consisting of sounds, words and grammar, or system of communication used by the people of a particular country or profession." Position of language is being important because it is communication tool as media which connects among people, in delivering idea, feeling etc.

Around the world, there are many kind of languages which is used by people to communicate which other. Language is used by people depends on the place where they live. Because of the varity of language, people could not understand all of it. Therefore we need a way to connect one language into another language in order to understand each other, one of the way by using translating.

Translation is often defined as a form of transfer one language into another language without changing the meaning of source language. Many experts of translation have different explanation about translation but they only focus on translating source language text into other target languages. Newmark (1988:5) in his book entitled *A Textbook of Translation* describes that translation is

rendering the meaning of the text into another language in the way that the author intended the text. The point is the translation itself the transfer meaning from source language into target language by stressing to the meaning or the message which is conveyed.

Translation also could be said as transfer an information from one language into another language by written language. Based on the statement above, translation could make reader understand the message of source language text by changing the language without changing the meaning.

This study tries to translate the source language text into target language by the best and effective way, using English book as the source language. From many kinds of book written in English, the writer chooses the book entitled *It's Not How Smart You Are-It's How You Are Smart*, because the book gives many informations about EQ and EQ is the basic key from the success, not only by having a high IQ to rich the success but also by EQ or emotional intelligence. And also need to know that this book has never been translated, so the writer uses this book as the source of this paper. The point of this book is to explained the way to increase the EQ.

The writer hopes this paper could help people to understand EQ and the way to increase the EQ, so could be practiced in live and became a benefit for society. Because, the successful of person could affect the quality of his life.

Consequently, it is important to mastering English or the target language. It would be better if the book is translated into Indonesian, then the reader

could understand the content of book. Therefore, translation is being important to help people to get information from any kind of source even in foreign language which is not understood.

1.2 Purposes of Translation

From this paper, there are some purposes in this translation:

1.2.1 General Purpose

1. To help reader understanding the contents of the book.

2. To increase knowledge from what has been explained from the book.

1.2.2 Specific Purpose

1. To improve the readers knowledge especially English student and to understand ways to read of the book "It's Not How Smart You Are-It's How You Are Smart"

2. To measure writer's skill in translating and try to apply some translating methods which is used in translatin book "It's Not How Smart You Are-It's How You Are Smart.."

1.3 Translation Theory

Each expert of translation has different version in defining translation. According to Nida (1982:12) "Translation consists 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." The point is that the translation is the way to produce target language which has closest word with the source language from meaning side and it style.

Based on these definition, could be said that translation is to reproduce messagge from source language by more concern to the meaning or message which is conveyed rather than the form of pronouncing. The main point is translating aims to give the same meaning from it sorce language.

1.3.1 Process of Translation

The process of translation is the activity of translation, used by a translator as a guide in translating text from source language into target language. According to Djuharie (2004:13) in *Techniques and Guide Translating English-Indonesian,* "Translation process is a series of actions in which the translator devote their knowledge, skills, abilities, and his habit to divert message from SL to the TL." So, could be said process of translating is stages in transfering the meaning. Nida and Taber (1982:33) describe the translation process in three stages, there are analysis, transfer and restructuring.

The first stage is Analysis. Analysis is the stages where the surface structure is analyzed in term of grammatical relationship and word combination. We should note down any lexical items which seems to be the key words. These will be words which are crucial to an understanding of the text.

The second stage is Transfer. A process of going from the semantic structure analysis to the initial draft of the translation. In this stage, the analyzed material (in the first stage) is transferred into the translator's mind from SL into TL.

The final stage is restructuring. The translator begins to restructure and finally gives a complete 'closest natural equivalent' translation to the readers.

1.3.2   Translation Method

The point of translation is transfering the meaning of text source language into another language (target language). In translating, translator needs a method, by a method the translator can decide what methode that will be used to translate a text. According to Newmark (1982: 45-47), there are eight methods of translation. They are:

1. Word for word translation

   In which the SL word order is preserved and the words translated singly by their most common meanings, out of context.

   Example:

   SL: I go to school.

   TL: Saya pergi ke sekolah.

2. Literal translation

   In which the SL grammatical constructions are converted to their nearest TL equivalents, but the lexical words are again translated singly, out of context.

   Example:

   SL: The thief was sent to the prison.

   TL: Pencuri itu dikirim ke penjara.

3. Faithful translation

    It attemps to produce the precise contextual meaning of the original within the constraints of TL grammatical structures.

    Example:

    SL: Born without arms, he was sent to special schools.

    TL: Karena dilahirkan tanpa lengan. Dia bersekolah di sekolah khusus.

4. Semantic translation

    Which differs from 'faithful translation' only in as far as it must take more account of the aesthetic value of the SL text.

    Example:

    SL: He is a book-worm.

    TL: Dia adalah orang yang suka sekali membaca.

5. Adaption

    Which is the freest form of translation, and is used mainly for plays (comedies) and poetry; the themes, characters, plots are usually preserved, the SL culture is converted to the TL culture and the text rewritten.

    Example:

    SL: Take a bath.

    TL: Mandi.

6. Free translation

    It produces the TL text without the style, form, or content of the

    original.

    Example:

    SL: The flowers in the garden.

    TL: Bunga-bunga yang tumbuh di kebun.

7. Idiomatic translation

    It reproduces the 'message' of the original but tends to distort

    nuances of meaning by preferring colloquialism and idioms

    where these do not exist in the original.

    Example:

    SL: He is a thief.

    TL: Dia panjang tangan.

8. Communicative translation

    It attemps to render the exact contextual meaning of the original

    in such a way that both content and language are readily

    acceptable and comprehensible to readership.

    Example:

    SL: Beware of the dog!

    TL: Awas anjing galak!

In this paper, the writer used theory which explained by Newmark, as

follows:

1. Word for word translation

   Word for word translation is the rendering of text from one language to another one word at a time.

   SL: One theory of addictions is that they manage anxiety.

   TL: Satu teori dari kecanduan adalah bahwa mereka mengatur kegelisahan.

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: The balance is tricky and hard to achieve.

   TL: Keseimbangan itu rumit dan sulit untuk dicapai.

3. Free translation

   Reproduces the matter without the manner, or thee content without the form of the original. Usually it is a paraphrase much longer than the original, a so-called 'intralingual translation.'

   Example:

   SL: Easily tickled person I'd like to be.

   TL: Saya ingin menjadi orang yang mudah gembira.