

CHAPTER I

INTRODUCTION

This chapter presents background of translation, purpose of translation, significances of translation and methods of translation.

A. Background of Translation

Translation is a written medium and useful connection to communicate with other people in different language, culture and background. By the existence of translation, it can help people to share any perspective of this world. People are able to share information, knowledge, ideas and a lots of things to each other. There are many difference both source language (SL) and target language (TL) like the structure, culture and style. Therefore, translation is very useful for people who do not have good ability in understanding SL, so they need help to translate it into the TL.

According to Nida and Taber (1974:12) “translating consists of reproducing the receptor language to the closest natural equivalent of the source language message, first in the term of meaning and secondly in the term of style.” Based on that theory, translation is a process of transferring meaning from the source language (SL) into the target language (TL). For that reason, a good translator should be familiar with the culture, customs and social settings of both in source language and target language, in order to generate a good translation. So many kinds a books that are usually needed to translate, such as academic books, motivation books, novel, and fiction books.

In final report, the writer would like to translate some chapters of the book entitled “How to Break Up with Your Phone” (The 30-Day Plan to Take Back Your Life) by Catherine Price. This book is one of a motivation book that has been chosen by the writer to be translated. The reasons why the writer chooses the book “How to Break Up with Your Phone” is to know the content of the book in English is considered as meaningful for Indonesian people who know Indonesian Language as a target language. Meanwhile for me as a translator, this project is

becoming the practice of translating the book related to technology and psychological aspects and also to improve my knowledge about it.

The book talks about technology addiction especially smartphone. Smartphone is one of the greatest invention in 20th century. People can not imagine how is their life without the smartphones. It is an obvious truth that the smartphone gives them benefits in some aspects of life. Using smartphone can provide a lot of functions like relaxing with music, chatting or playing games. However, today people are becoming addicted to using the smartphone. They can not stay away from their phones, even for a minute. Smartphone addiction is real and it's changing your brain. Many people worry that they're addicted to their phones.

While it is true that the advancement of technology has led to many conveniences in our world, it has also brought other issues to us. Phone addiction is one of the effects on how technology has impacted peoples live. With the recent explosion of Androids, iPhones and other similar smart devices like the tablets, has caused the phone addiction issue rise to an alarming rate.

B. Purpose of Translation

The purpose of the translation are:

1. To improve the translation skill and enrich vocabulary.
2. To increase knowledge about method, process and identify the steps of translation.
3. To help Indonesian readers understand the content of this book in Indonesian version.

C. Significances of Translation

The significances of translation are:

1. Theoretically, the final report of this translation can show the theories development about translation, like methods, process, and can show the result.
2. Practically, the result of the translation of some chapters in this book entitled "How to Break Up with Your Phone" may have some

significances for everyone. The stories of this book inspire and give motivation for everyone.

D. Process of Translation

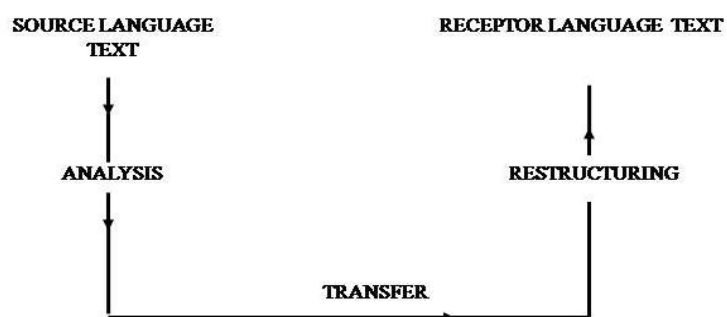
Based on Brislin (1976), Translation is not only process or changing the form of word on sentence, but also the process of transferring the idea or information or message from the source language (SL) to the target language (TL).

Before a translator begins translating the text, the translator must understand about the process and procedure of translation because translation is also a way to find the equivalent in another language of textual material.

Nida and Taber explain simply and generally about the process of translation. Nida and Taber (1984:33) introduce three stages of translation process. The process are:

1. Analyzing SL into grammatical and semantic structure of the TL
2. Transferring the meaning
3. Reconstructing the grammatical and semantic structure into the appropriate TL forms in order to create an equivalent TT.

The scheme of Nida's translation process is shown as follows.



(Translation process by Nida and Taber (1984:33))

E. Method of Translation

In general, the purpose of translation is delivering well and appropriately a message from a source language text into target language text. So in order to

fulfill it the translator needs techniques, procedures or methods. Newmark (1988) mentions the difference between translation methods and translation procedures. He writes that, "while translation methods relate to whole texts, translation procedures are used for sentences and the smaller units of language". He goes on to refer to the following methods of translation:

- **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.

For example:

SL: Download an App-Blocker.

TL: *Unduh sebuah Aplikasi-Blocker.*

- **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. Literal translation or form-based translation attempts to follow the form of the source language.

For example:

SL: The amount of information that Facebook has about its users is truly shocking.

TL: *Jumlah informasi yang Facebook miliki mengenai penggunaanya sungguh sangat mengejutkan.*

- **Faithful Translation**

A faithful translation attempts to reproduce the precise contextual meaning of the original text 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-realization of the SL writer.

For example:

SL: I have quite a few friends.

TL: *Saya mempunyai sama sekali tidak banyak teman.*

- **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.

For example:

SL: He is a book-worm.

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

- **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 is 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.

For example:

SL: When all you have is a hammer, every problem looks like a nail.

TL: *Jika hanya palu yang anda punya, maka segala yang anda lihat akan nampak seperti paku.*

- **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 'intra-lingual' translation, often prolix and pretentious.

For example:

SL: Every once in a while, a revolutionary product comes along that changes everything.

TL: *Sekali seumur hidup, produk revolusiner datang dan mengubah segalanya.*

- **Idiomatic Translation**

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

For example:

SL: Doing things useless

TL: *Bagaikan menabur garam kelautan*

- **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.

For example:

SL: I'd like to have a monthly 'phoneless' dinner party where all my friends and I put our phones in a bin at the start of dinner and we don't use [them] again until we leave.

TL: "Saya ingin mengadakan pesta makan malam setiap bulan di mana semua teman saya dan saya menaruh ponsel kami di sebuah wadah pada awal makan malam dan tidak menggunakannya lagi sampai kami pergi."

The following are the strategies mentioned by Newmark (1988b):

- *Transference*: it is the process of transferring an SL word to a TL text. It includes transliteration and is the same as what Harvey (2000:5) named "transcription".
- *Naturalization*: it adapts the SL word first to the normal pronunciation, then to the normal morphology of the TL. (Newmark, 1988b:82)
- *Cultural equivalent*: it means replacing a cultural word in the SL with a TL one. However, "they are not accurate" (Newmark, 1988b:83)
- *Functional equivalent*: it requires the use of a culture-neutral word. (Newmark, 1988b:83)
- *Descriptive equivalent*: in this procedure the meaning of the CBT is explained in several words. (Newmark, 1988b:83)
- *Componential analysis*: it means "comparing an SL word with a TL word which has a similar meaning but is not an obvious one-to-one equivalent, by demonstrating first their common and then their differing sense components." (Newmark, 1988b:114)
- *Synonymy*: it is a "near TL equivalent." Here economy trumps accuracy. (Newmark, 1988b:84)
- *Through-translation*: it is the literal translation of common collocations, name of organizations and components of compounds. It can also be called: calque or loan translation. (Newmark, 1988b:84)
- *Shifts or transpositions*: it involves a change in the grammar from SL to TL, for instance, (i) change from singular to plural, (ii) the change required when a specific SL structure does not exist in the TL, (iii) change of an SL verb to a TL word, change of an SL noun group to a TL noun and so forth. (Newmark, 1988b:86)

- *Modulation*: it occurs when the translator reproduces the message of the original text in the TL text in conformity with the current norms of the TL, since the SL and the TL may appear dissimilar in terms of perspective. (Newmark, 1988b:88)
- *Recognized translation*: it occurs when the translator "normally uses the official or the generally accepted translation of any institutional term". (Newmark, 1988b:89)
- *Compensation*: it occurs when loss of meaning in one part of a sentence is compensated in another part. (Newmark, 1988b:90)
- *Paraphrase*: in this procedure the meaning of the CBT is explained. Here the explanation is much more detailed than that of *descriptive equivalent*. (Newmark, 1988b:91)
- *Couplets*: it occurs when the translator combines two different procedures. (Newmark, 1988b:91)

According to Molina and Albir (2002:507) translation methods, strategies, and techniques are essentially different categories. According to them, the translation techniques are used as tools to analyze and classify how translation equivalent works. Furthermore they state that translation techniques have five basic characteristics: they affect the result of the translation, they are classified by comparison with the original, they affect micro-unit text, they are by nature discursive and contextual, and they are functional. Molina and Albir (2002:509) propose 18 translation techniques, they are:

- **Adaptation**

Adaptation is a technique that is used to replace a source text (ST) cultural or social element with one from target text (TT) which is more familiar for target readers, e.g. to change *biscuit* (UK) to *cookie* (US).

- **Amplification (Addition)**

Amplification (Addition) is a technique that conveyed details that are not formulated or stated in SL. It can be either information or paraphrasing explicitly. It is same with addition or gain. It also can be called grammatical expansion for clarity of meaning.

SL: Doing her thesis, she drinks a cup of coffee

TL: *Sambil mengerjakan skripsinya, dia meminum secangkir kopi.*

- **Borrowing**

Borrowing is a technique that takes a word or expression straight from another language. It can be copied, reproduced, translated/changed in TL exactly as in SL. When an expression or a word is taken over purely in TL (without change), it is called pure borrowing. In naturalized borrowing, it can be naturalized to fit the spelling rules in the TL (with changing).

SL: Say “No” to notifications

TL: *Katakan “Tidak” pada notifikasi*

- **Calque**

Calque also called as loan translation. It is a technique translation of the word or phrase or from the SL into TL which can be lexical or structural system. It also can be translation word-for-word in a language into another language, for example translates each word literally.

SL: The ministry of Defense takes responsibility for the terrorist attack in Jakarta

TL: *Menteri Pertahanan bertanggungjawab atas serangan teroris di Jakarta*

- **Compensation**

Compensation is technique to introduce a ST stylistic effect or element of information in another place in the TT because it cannot be reflected in the same place as in the ST.

SL: A flock of bird flies to the north

TL: *Sekawanan burung terbang ke arah utara*

- **Description**

Description is technique that used to describe word or expression from SL which is not understood in TL.

SL: Gado-gado

TL: *A traditional cuisine of Indonesia that consists of vegetables and special local ingredients.*

- **Discursive creation**

Discursive Creation is a technique that replaces a term or expression with a description of its form or/and function. This technique is often used in the translation of the title of film/movie/book to indicate equivalence that can only be valid in a certain context.

SL: Love is an open door

TL: *Cintamu yang indah*

- **Established equivalent**

It is a technique that use term or expression which is recognized (in dictionary or language in use and everyday use) as an equivalent in the TL. It is used to refer to cases where language describe the same situation by different stylistic or structural.

SL: Cold

TL: *Dingin*

- **Generalization**

It is a technique that translates a word or an expression in word for word. The SL is translated literally, and focuses on the form and structure, without any addition or reduction into TL. To translate Indonesian terms *becak, bajaj, bemo, delman* into *vehicle* in English.

- **Linguistic amplification**

This technique is used for adding linguistic elements. It is frequently employed in consecutive interpreting and dubbing. It is in opposition to linguistic compression.

SL: Absolutely right!

TL: *Ya, itu benar sekali!*

- **Linguistic compression**

A translator synthesizes linguistic elements in the TL. This is often used in simultaneous interpreting and in sub-titling.

SL: Let's say

TL: *Katakanlah*

- **Literal translation**

This technique is used to translate words, terms or expressions word for word. This technique will be properly applied when the form coincides with the word and meaning.

SL: Your smile as sweet as the honey

TL: *Senyummu semanis madu*

- **Modulation**

Modulation is a technique that changes the point of view in the TL in order to focus or cognitive category in relation to SL. It is a variation of the form of the message, obtained by a change the point of view. It allows in expressing the same phenomenon in a different way.

SL: Watch your step!

TL: *Awaslah!*

- **Particularization**

It is the opposite of generalization, therefore this technique creates TL more specific, concrete, and precise than SL. To translate *vehicle* in English to *becak, bajaj, bemo, delman* in Indonesia.

- **Reduction**

Reduction is a technique that reduces certain elements of the SL. It is also called elimination, omission or subtraction which suppressing a SL information in the TL.

SL: I've been searching my whole life.

TL: *Seumur hidup.*

- **Substitution**

This technique is used to substitute paralinguistic element (signs, gestures) or vice versa.

SL: (A nodding head) (Hindi)

TL: *No.* (English)

- **Variation**

A translator changes linguistic or paralinguistic elements (intonation, gestures) that affect aspects of linguistic variation: changes of textual tone, style, social dialect, geographical dialect, etc. to introduce or change dialectal indicators for characters when translating for the theater, changes in tone when adapting novel for children, etc.

SL: The party talking or the chocolate founde

TL: *Sebabkan pesta ataupun makan coklatitu.*

- **Transposition**

Transposition is a technique that changes a grammatical category in relation to the source language. This technique same with shift (in category, structure and unit shift, such as changing singular to plural, position of adjective, changing the word class or part of speech).

SL: The people who live in this village generally surnamed Silalahi

TL: *Masyarakat yang bermukim di desa ini umumnya bermarga Silalahi*

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