CHAPTER I
INTRODUCTION

This chapter presents background of translation, purposes of translation, significances of translation, process of translation, strategies and methods of translation.

1.1 Background of Translation

Translation is an activity to change from one language to another language in written or spoken form. The language to be translate is called the source language (SL), and language to be translated into or arrived at is called the target language (TL). Larson said in Farida Repelita Waty Kembare (2016:23) that "Translation is basically a change of form. When we speak of the form of the language, we are referring to the actual words, phrases, clauses, sentences, paragraphs, etc., which are spoken or written. These forms are referred to as the surface structure of a language. It is the structural part of language which is actually seen in print or heard in speech. In translation the form of source language is replaced by the form of the receptor (target) language." There are so many languages in the world, for example English. English is an international language that many people use English language to communication, write the book, movie subtitle, etc. Some people especially in Indonesia not understand English language and need the translation. Someone who translate the language is called translator.

911 Beauty Secrets is one of guide book to looking great at every age, size, and budget. This book divides into twenty-six chapters and tell about attitude, skin, body, wedding, accessories, emergencies diet, etc. In this modern era, every woman wants to look beautiful in everytime and everywhere. Makeup is one of matter that used by women. But, sometimes women didn't know how use the makeup well, or how style she must wear. Besides makeup, women must know best vitamin/ supplement for her skin. Food effect women's appearance in the very same way they nourish their body.

1.2 Purpose of Translation

The purpose of the translation are :

1. To fulfill the final report assignment as an English Vocational Student of UIN Sunan Gunung Djati Bandung.

2. To improve the translation skill and enrich vocabulary.

3. To give information about beauty secrets.

4. To make the book understandable for Indonesian people.
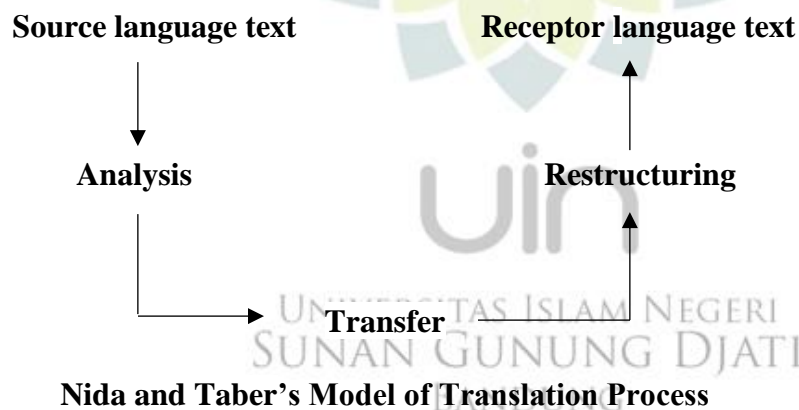
1.3 Significance of Translation

This translation project is expected to useful and helpful for the readers, and significances are :

1. To Improve the knowledge of the reader and the translator.

2. To make people aware about the beauty secrets.

3. To help the problem of women about beauty.

4. The guide women to looking great at every age, size and budget.

1.4 Process of Translation

Nida and Taber in Khoirul Hasyim (2012) explained simple and generally about the process of translation. Nida and Taber introduce three stages in the process of translation. This process begins by analyzing SL into grammatical and semantic structure of the TL, transferring the meaning and at last by reconstructing the grammatical and semantic structure into the appropriate TL forms in order to create an equivalent TT.

Source language text   **Receptor language text**

Analysis   **Restructuring**

Transfer

Nida and Taber's Model of Translation Process

From Nida and Taber explanation it can be concluded that translation has process, a translator must have knowledge about the elements of two languages. Such as, grammatical and semantic structure, process of translation is done for finding the equivalence meaning from source language (SL) to target language (TL).

According to Nababan in Muchtar Muhizar (2015:12), the process of translationis divided into three stages, that is analysis, transfer, and restructuringor alignment.

1) Analysis

The analytical phase is the most decisive stage step for the translator. At this stage, the translator should be able to capture the content, messages, and meanings that are in the source language, this stage is an important peak for translators. The use of translators in meaning, message, and meaning in the words will be all wrong.

The facilitator does an understanding of linguistics and extra linguistics. Where nothing unites language and culture, because there are two things that cannot be ignored.

2) Transfer

A stage used by the translator to transfer content, messages, or meanings contained in the source language into the target language. In this stage, the translator must find an equivalent word from the source language into the target language. This process occurs with translator logic.

3) Restructuring

A stage when the translator begins to pour the content, meanings and messages derived from the source language into written form. In this stage, the translator is required to master the intricacies of the source language rules so that the transfer of language feels natural and flexible. If it is read, the translation is like the original text so that there is no impression as a result of the translation. This is what is explained by the process that occurs in the logic of the translator.

1.5 Strategies and Method of Translation

1.5.1 Strategies of Translation

Translation strategy is a series of competencies, a set of steps or processes that favor the acquisition, storage, and/or utilization of information (Jaaskelainen 1999 in Ordudari, 2007: 3).

1)   Transposition

The replacing word without changing the meaning of the message, 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 from an SL verb to a TL, word, change of an SL, noun group to a TL, noun and so forth. (Vinay and Darbelnet, 1995:36)

For example :

SL : It is a great mistake to keep silent about the matter.
TL : *Berdiam diri tentang masalah itu merupakan kesalahan besar.*

2)   Borrowing

(I.e reproducing or, where necessary, transliterating the original term). It stands at the far end of SL-oriented strategies. If the term is formally transparent or is explained in the content, it may be used alone. In the other cases, particularly where to knowledge of the SL by the reader is presumed, transcription is accompanied by an explained by an explanation or a translator's note. (Vinay and Darbelnet, 1995:31)

For example :

SL : Your make up look good today.
TL : *Make upmu terihat bagus hari ini.*

3) **Omission**

This strategy is used if the meaning conveyed by a particular item or expression is not vital enough, so that the translator could simply it (Baker, 1992:40)

For example :

SL : Back in the day, you could count on Paul for a fight pretty much whenever.
TL : *Dulu Paul siap berkelahi kapan saja.*

4) **Addition**

The additional information a translator may have to add to his version is normally cultural (accounting for difference between SL and TL culture), technical (relating to the topic) or linguistic (explaining wayward use of words), and is dependent on the requirement of his, as opposed to the original, readership (Newmark, 1988:91-92)

For example :

SL : Do everything better.
TL : *Lakukan segala sesuatunya lebih baik lagi.*

1.5.2 Method of Translation

Newmark (1988:81) mentions the difference between translation methods and translation procedures. He writes that, "while translation methods relate to whole

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texts, translation procedures are used for sentences and the smaller units of language". He goes on to refer to the following 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 pretranslation process. (Newmark, 1988:45).

For example :

(SL) : I love you forever.
(TL) : *Aku mencintai kamu selamanya*.

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. (Newmark, 1988:46).

For example :

(SL) : Look, little guy, you all shouldn't be doing that.
(TL) : *Lihat, anak kecil, kamu semua seharusnya tidak berbuat seperti itu.*

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'

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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. (Newmark, 1988:46).

For example :

    (SL) : Mike is too smart in knowing something.
    (TL) : *Mike sangat pintar dalam mengetahui sesuatu.*

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 sound)
of the SL text, compromising on 'meaning' where appropriate so that no assonance,
word-play or repetition jars in the finished version. Further, it may translate less
important cultural words by culturally neutral third or functional terms but not by
cultural equivalents - une nonne repassant un corporal may become 'a nun ironing
a corporal cloth' - and it may make other small concessions to the readership. The
distinction between 'faithful' and 'semantic' translation is that the first is
uncompromising and dogmatic, while the second is more flexible, admits the
creative exception to 100% fidelity and allows for the translator's intuitive
empathy with the original. (Newmark,1988:46).

For example :

    (SL) : Keep off the grass.
    (TL) : *Jauhi rumput ini.*

5) **Adaptation Translation**

This is the 'freest' form of translation. It is used mainly for plays (comedies) andpoetry; the themes, characters, plots are usually preserved, the SL culture convertedto the TL culture and the text rewritten. The deplorable practice of having aplay or poem literally translated and then rewritten by an established dramatist orpoet has produced many poor adaptations, but other adaptations have 'rescued'period plays (Newmark, 1988:46).

For example :

(SL) : As white as snow.
(TL) : *Seputih kapas.*

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, also-called 'intralingual translation', often prolix and pretentious, and not translation at all. (Newmark, 1988:46)

For example :

(SL) : You are great.
(TL) : *Kamu hebat.*

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. (Authorities as diverse as Seleskovitch and Stuart Gilbert tend to this form of lively, 'natural' translation.) (Newmark, 1988:47)

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For example :

> (SL) : Out of frying pan into the fire.
> (TL) : *Sudah jatuh tertimpa tangga.*

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. (Newmark, 1988:47)

For example :

> (SL) : What do you mean?
> (TL) : *Maksud lo?*