

CHAPTER I

INTRODUCTION

This chapter explains about the background of translation, purpose of translation, significance of translation, theory of translation, and method of translation.

1.1 Background of Translating Ego is The Enemy

According to Newmark (1988:5), "Translation is rendering the meaning of a text into another language in the way that the author intended the text". In line with Nida and Taber's opinion, (1974:12) "translating consists in reproducing in the receptor language the closest natural equivalent of the source language message, first in term of meaning and secondly in term of style. Based on that theory, translation is process of translating the source language (SL) into the target language (TL) without changing the meaning contained therein, So many kinds of books that are usually needed to translate, such as novel, academic, books, fiction books and motivation books.

Bell (1991: 5-6) said that translation is the expression in another language (or the target language) of what have been expressed in another, source language, preserving semantic and stylistic equivalences. To be a good translator, the writer should give a proof that recognized in the world of translation, for example, one of translation result should be a work and could be recognized by various parties. Beside that, writer has to choose one publisher that can give her book to translate. Furthermore, it becomes the writer's priority to fulfill one of requirements in finishing Diploma 3 – English Vocational Program. The writer hopes that this work can be remembered by all of us, motivated the writer in the world of translation and the writer can become useful human for human life.

In this work or final report, the writer translated the book entitled “Ego is The Enemy” chosen by writer to get that purpose. This book is simply good, easy to understand, and contains best way to be motivate ourselves. This book tells about the treacherous nature of ego. The book is written by Ryan Holiday. Published in United Stated by Portofolio/Penguin.

1.2 Purpose of Translating Ego is The Enemy

There are some purposes in this translation, such as:

1. To apply and increase the knowledge about the methods, theories, and identify the step of translation.
2. To improve translation skill and enrich vocabulary.
3. To give information about Ego.
4. To help the readers, especially Indonesian people who want to understand the content of the book in other version (Indonesian as target language).

1.3 Significances of Translating *Ego is The Enemy*

This final report has some benefits both theoritically and practically, as follows:

1. Theoretical Significances
 - a. It can show the development of the theories about the methods of translation, the process of translation and the result of translation.
 - b. It can be useful for additional information about the content of the book entitled Ego is The Enemy, so the writer and the readers will increase their vocabularies in media term.

2. Practicallly Significances

- a. It can be useful for the students of English vocational program to increase knowledge about the strategy, method and process of the translation.
- b. It can be inspire from the story of this book and give more motivation for everyone.

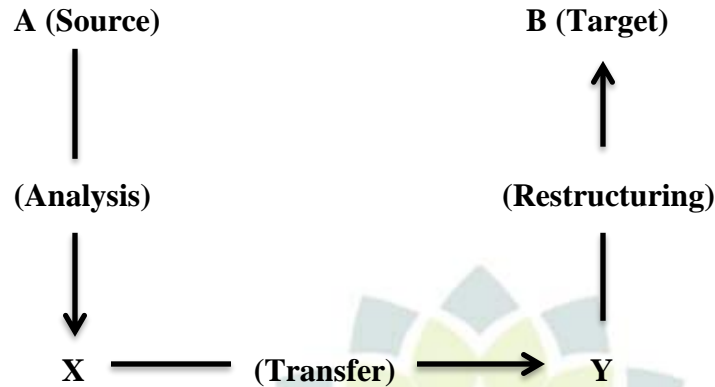
1.4 Theory of Translation

Bell (1991: 26) said that definition of good translation as, “that in which the merit of the original work is so completely transfused into another language, as to be as distinctly apprehended, and as strongly felt, by a native of the country to which that language belongs, as it is by those who speak the language of the original work”.

Because every country has different language, culture, and it influences the language use. People could not understand every language that exist in the world, so many differences are faced by human being and all of those must be finished. And from the differences describe above, it is needed the process of translation. Translation is a way to translate a language or a text from source language (SL) into target language (TL). Not only the meaning but also the content and message should be translated in translation process. Newmark (1971:7) defines translation as “translation is a craft consisting in the attempt to replace a written message and/or statement in one language by the same message and/or statement in another language.”

In translating a text there are a series of steps in translating a text, to make it natural and acceptable. According to Nida and Taber (1984:33) there are three stages of translation process. (1) Analysis, in which the surface structure is analyzed in terms of (a) the grammatical relationships and (b) the meaning of the words and combinations of words, (2) transfer, in which the analyzed material is transferred in the mind of the translator from language A to language B, and (3) restructuring, in which the transferred material is restructured in order to make the final message fully

acceptable in the target language. The scheme of Nida's translation process is shown as follows.



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

1.5 Methods of Translation

Newmark (1988: 81) 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". According to Newmark (1988: 45), that the translation method is divided into eight types. As follows:

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. (Newmark, 1988:46).

Example :

SL : "Not me," you think. "No one would ever call me an egomaniac."

TL : "*Bukan saya,*" *pikir anda.* "*Tidak ada satupun yang akan memanggil saya seseorang ego maniak.*"

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. As pre-translation process, it indicates problems to be solved.(Newmark, 1988:46).

Example :

SL : Wherever you are, whatever you're doing, your worst enemy already lives inside you: your ego.

TL : *Dimanapun anda berada, apapun yang anda lakukan, musuh terburuk anda sudah hidup didalam diri anda: Ego anda.*

3. **Faithful Translation**

It attempts to produce 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 deviation from SL norms. It attempts to be completely faithful to the intentions and the text-realisation of the SL writer.(Newmark, 1988:46).

Example :

SL : The ego we see most commonly goes by a more casual definition: an unhealthy belief in our own importance.

TL : *Ego itu kita lihat paling umumnya dengan definisi yang sederhana sederhana: Anggapan yang tidak baik dalam kepentingan kita sendiri.*

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. compromising on 7 meaning where appropriate so that no assonance, word play or repetition jars in the finished version. it does not rely on cultural equivalence and makes very small concessions to the readership. while 'Faithful' translation is dogmatic, semantic translation is more flexible.(Newmark, 1988:46).

Example :

SL : Wait, but so-and-so had a huge ego and was successful .

TL : *Tunggu, tetapi bagaimana bisa memiliki ego yang sangat besar dan bisa berhasil.*

5. Adaptation Translation

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 is rewritten.

Example :

SL : It is Scylla and Charybdis.

TL : *ini adalah sekali tiga uang.*

6. Free translation

It produces the TL text without the style, form, or content of the original. Usually it is a paraphrase much longer than the original so-called 'intralingual translation', often prolix and pretentious, and non translation at all.(Newmark, 1988:46).

Example :

SL : Wherever you are, ego is too.

TL : *Dimanapun anda berada, disana juga ego berada.*

7. **Idiomatic translation:**

It 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. (Newmark, 1988:47).

Example :

SL : How can someone be busy and not accomplish anything? Well, that's the passion paradox.

TL : *Bagaimana seseorang bisa sibuk dan tidak mencapai apa pun? Nah, itulah paradoks gairah.*

8. **Communicative translation**

It 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).

Example:

SL : To be or to do-life is a constant roll call.

TL : *Menjadi sesuatu atau melakukan sesuatu karena umur adalah sebuah absen yang terus menerus.*