

CHAPTER I

INTRODUCTION

This chapter presents background of translation, purposes of translation, significance of translation and method of translation.

1.1 Background of Translation

Translation is a process of transferring meaning from source language (SL) into target language (TL) without changing the message. Here are some opinion of linguists about the definition of translation. Newmark (1981:7) states that “translation is a 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 the same way Catford (1965: 20) also state that “translation is the replacement of textual material in one language by equivalent textual material in another language”. In this definition, the most important thing in translating is the TL must be acceptable and readable by readers.

Lastly, Nida and Taber (1984: 12) say that “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”. For that reason, a good translator should be making the translation as natural as possible so that the readers enjoy it.

As a part of the final assignment to complete the study, the requirement to translate a book is a must. The book entitled “Dream-Biz.com” written by Burke

Hedges becomes the object of the translation. It was chosen for the reason that the content of the book in English is considered 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 business and to improve my knowledge about it.

The book talks about dream business and the experiences from famous businessman. The book is divided into twelve chapters. **Chapter one** is about the Internet made for dreamer, **chapter two** is about If you want big result, you gotta dream big dreams! **chapter three** explain about the advantage of Internet and e-commerce **chapter four** is about the secret of the wealthy **chapter five** is about what the dream business look like **chapter six** is about connecting of Net the Internet **chapter seven** is about the e-commerce is e-exploding **chapter eight** is about the Network Marketing is a dream business **chapter nine** is about why e-commerce needs Network marketing **chapter ten** is about the marriage of e-commerce and network marketing **chapter eleven** is about the high tech and the high touch and the last chapter is about conclusion and new directions. This book is experience from businessman, in business time is everything, in an Internet-based business you will work once but will be paid many times that is the benefit of business on the Internet. Time and place greatly influence your success in the business field on the Internet.

1.2 Purpose of Translation

The purposes of the translation are:

1. To fulfill the final assignment as a student of III Degree English Vocational in UIN Sunan Gunung Djati Bandung.
2. To improve and practice translation skill.
3. To give information about opportunity of business.

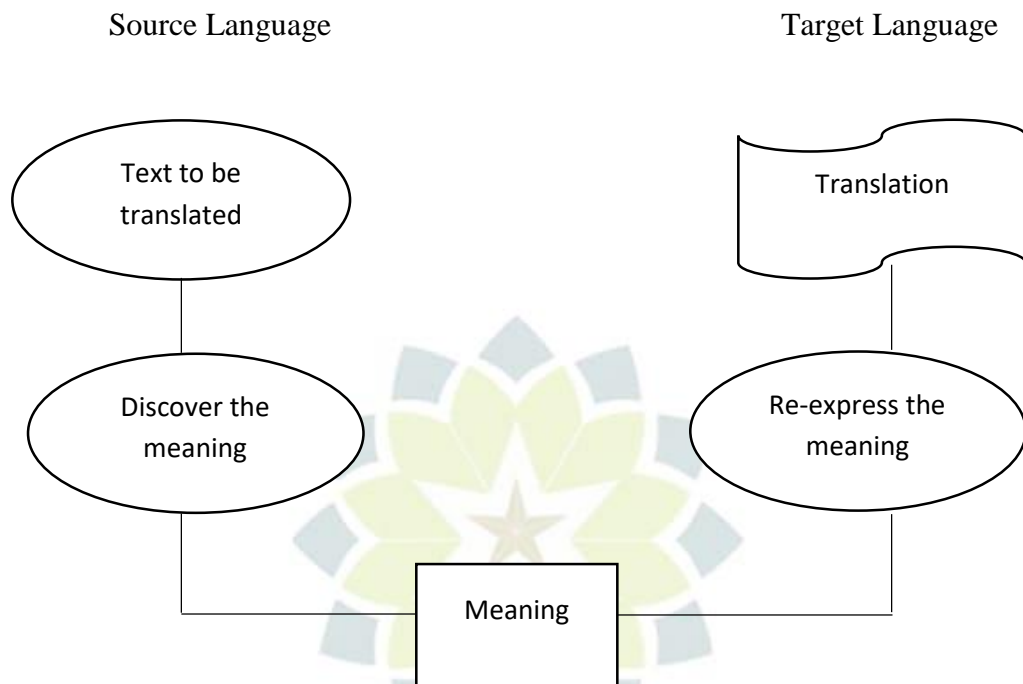
1.3 Significance of Translation

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

1. To improve knowledge about how to start business yourself either for the translator or the reader.
2. To tell everyone the importance of timing is everything in business.
3. To inform family about the how to make a dream business.

1.4 Process of Translation

According to Larson (1984:3), “when translating a text, the translator’s goal is an idiomatic translation which makes every effort to communicate the meaning of source language text into naturalness forms of the target language”. Furthermore, she states that “translation is concerned with a study of lexicon, grammatical structure, communication situation and cultural context of the source language (SL) text, which analyzed in order to determine its meaning. The discovered meaning is the re-expressed or re-constructed using the lexicon and grammatical structure which are appropriate in the receptor language and its cultural context. The scheme of Larson’s translation process is shown as follows.



Translation process by Larson (1984:3)

1.5 Method of Translation

The purpose of translation is to transfer meaning from the source language (SL) into target language (TL). Thus, to produce it, a translator needs a technique or method or strategies. Newmark mentions 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).

Example:

SL: He always patient

TL: *Dia selalu sabar.*

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).

Example:

SL: She is a beautiful girl

TL: *dia adalah wanita yang cantik.*

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' 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).

Example:

SL: Daryl have quite a few problem.

TL: *Daryl mempunyai sama sekali tidak banyak masalah.*

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).

Example:

SL: He is a bastard

TL: *Dia adalah anak haram (anak hasil di luar pernikahan).*

5. Adaptation

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

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, but other adaptations have 'rescued' period plays (Newmark, 1988:46).

Example:

SL: There are plenty of fish in the sea .

TL: *Mati satu tumbuh seribu.*

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)

Example:

SL: Break a leg.

TL: *semangat!*

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)

Example:

SL: **pull yourself together.**

TL: *Tenangkan dirimu.*

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)

Example:

SL: You gotta be kidding me!

TL: *Yang bener ajalah!*

On the other hand, Fawcett (1997: 34-41) said that the translation has 7 different strategies. There are:

1. Borrowing

Borrowing is a translation procedure that involves using the same word or expression in original text in the target text. The word or expression borrowed is usually written in italics.

2. Calque

When a translator uses a calque, he or she is creating or using a neologism in the target language by adopting the structure of the source language.

3. Literal translation

Usually this is called a literal translation or metaphrase. The means is a word-for-word translation, achieving a text in the target language which is as

correct as it is idiomatic. It is acceptable only if the translated text retains the same syntax, meaning, and style as the original text.

4. Transposition

Transposition involves moving from one grammatical category to another without altering the meaning of the text. This technique introduces a change in grammatical structure.

5. Modulation

Modulation is about changing the form of the text by introducing a semantic change or perspective.

6. Equivalence

This is a translation produce which uses a completely different expression to transmit the same reality. Through this technique, names of institutions, interjections, idioms, or proverbs can be translated.

7. Adaption

Adaption also called cultural substitution or cultural equivalent is a cultural element which replaces the original text with one that is better suited to the culture of the target language.

8. Compensation

Compensation is occurs when loss of meaning in one part of a sentence is compensated in another part.