

CHAPTER I

INTRODUCTION

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

1.1. Background of Translation “Principles of Powerful Living”

Translation is translate from one language to another or to the target language. As social beings we really need translate to know and also as a good communication tool when we talk to other people with different topics. Translation is a process and a product. According to Catford (1995), translation is the replacement of textual material in one language (SL) by equivalent textual material in another language (TL) ", (p 20). This definition shows that translation is a process in the sense that is an activity. Performed by people through time, when expressions are translated in to simpler ones in the same language (Rewording and para-phrasing). It can be done also from one language into another different language. Translation is, on the other hand, a product since it provides us with other different cultures, to ancient societies and civilization life when the translated texts reaches us (Yowell and Mutfah, 1999).

Hatim and Munday (2004: 6) define translation as “the process of transferring a written text from source language (SL) to target language (TL)”. In this definition they do not explicitly express that the object being transferred is meaning or message. They emphasis on translation as a process.

Nida and Taber (1982: 12), on the other hand, state that “translating consists in reproducing in the receptor language the closest natural equivalent of the source language message”. This definition is more comprehensive than the previous ones. Nida and Taber explicitly state that translation is closely related to the problems of languages, meaning, and equivalence.

From the definitions mentioned above, it is found that translation is a process which is intended to find meaning equivalence in the target text.

Rochayah Machali (2001) and Mona Baker (1992) underline the term meaning equivalence because it is the meaning which is transferred in the target language. In this case, translators are faced with text as unit of meaning in the form of sets of words or sentences. This means that language which is used is unit of meaning in discourse which can be understood by the participants of the communication (Machali, 2007).

So, the main problem in the process of translation is about meaning which will occur when the process is in progress, not translation as a product. Hatim and Munday (2004: 34) also suggest that “one of the key problems for the analyst was in actually determining whether the source text meaning had been transferred into the target text”. It is clear here that meaning is the key problem: whether meaning of the source language text is accurately transferred into the target language text.

From the explanation above as a good translator we must understand the culture, knowledge, habits, and language that we will translate, so that a good communication relationship is achieved. As part of the final assignment to complete the study, the requirement to translate book is must. The book titled “Principles of Powerful Living” written by Dr. Joe Rubino becomes the object of translation. It was chosen on the grounds that the contents of the book in English were considered as meaningful for Indonesia people who knew Indonesian as the target language. While for me as a translator, this book is very useful to be translated because in this book I can learn about motivation and also can add to my insight and also a new vocabulary in translating.

This book gives us input and motivates us in our daily lives. In this book also explained there are several ways that we can do in living a good and successful life. The content of this book is about motivation for our life. In this book we study how we get strength for our lives. Where we can also learn how we listen to other people's conversations, how other people appreciate and listen to our conversation, how we achieve success and so forth. In addition, in this book there are also several invitations that we must do and record in our journal. So that our lives will be more meaningful and useful.

Therefore, the authors hopes in working on this thesis by translating the book "Principles of Powerful Living" can provide benefits to readers and writers. Because this book has so many benefits and motivations that can be taken in everyday life. Also adds knowledge to the author, adds insight and adds knowledge such as new vocabulary, principles in life etc.

1.2. Purpose of Translation

Based on the background above, the writer identify the pupose of this translation, there are :

1. To fulfill the final assignment as an English Vocational Student of UIN Sunan Gunung Djati Bandung.
2. To know the conclusion of each title in this book.
3. To improve translation skill and enrich vocabulary.
4. To get lessons from this book.
5. To get motivation from this book.
6. To increase knowledge and vocabulary.
7. To understand the problem in this book.
8. To find out the difficulties and conveniences in this book.

1.3. Significances of Translation

This finalreport has benefits both theoretically, practically are:

1. Theoretically, this final report is very useful for the writer because in the translation of this book the writer can learn more about translation and translation strategies.
2. Practically, it is also useful to know the contents of the book as a whole. Not only for writers, this final report is also useful for other students to help them in increasing their knowledge in translating.

1.4. Theories of Translation

Newmark (1988b) mentions the difference between translation methods and translation procedures. He writes that, "[w]hile translation methods relate to whole texts, translation procedures are used for sentences and the smaller units of language" (p.81). He goes on to refer to the following 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: The Sooner or the later the weather will change

TL: Lebih cepat atau lebih lambat cuaca akan berubah.

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).

For example:

SL: Ben is too well aware that he is naughty.

TL: Ben menyadari terlalu baik bahwa ia nakal.

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: Mathematics is a piece of cake

TL: Matematika itu mudah

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).

For example:

SL: Like father like son

TL: Buah jatuh tidak jauh dari pohonnya

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: The flowers in the garden.

TL: Bunga-bunga yang tumbuh di kebun.

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)

For example:

SL: He is a thief.

TL: Dia panjang tangan.

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?

