

INTRODUCTION

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

1.1 Background of Translation

Language is very important for human life, because language is communication tool that humans to be able for communicating with other humans, so it will form interactions that produce understanding between each other. According to Wibowo (2001:3), language is a system of symbols that are meaningful and articulate sound (generated by said tool) that are arbitrary and conventional, which is used as a mean of communication by a group of men to give birth to feelings and thoughts.

Translation is translating text from one language into another language. According to Ghazala (1995), "translation is generally used to refer to all the process and methods used to convey the meaning of the source language into the target language". On the other hand, according to Wilss (1982:3), states that translation is a transfer process which aims at the transformation of a written source language text (SLT) into an optimally equivalent target language text (TLT), and which requires the syntactic, the semantic, and the pragmatic understanding and analytical processing of the source text. Translation activities, in essence, are frequent done and found in everyday life, namely in the family and in

everyday life. We often divert a message, with the purpose of clarifying the message meant by someone as a speaker to others, as recipients with the aim of the recipient being able to understand the speaker meant.

One of graduation requirements is translating a book. It is a final assignment that must be done by Diploma III English Vocational Program. The book that choosing as the object of translation, namely a book entitled Strategic Focus. There are several reasons why the book has chosen. First, because the book uses English as a source language, then translator can translate the book into the target language (Indonesian). Then that readers from Indonesia can understand contents of the book. Second, because the book contains importance of focusing strategies for business success etc. the book is very useful for all readers, especially for people who want to start a business or want to develop a business.

The book consist of twelve chapters. Chapter one talks about what Is strategic focus?, chapter two talks about how focus can sharpen your competitive edge, chapter three talks about strategic focus begins with vision, chapter four talks about how to focus on your competitive advantage, chapter five talks about how to position yourself for your best strategic advantage, chapter six talks about how to sharpen your focus, chapter seven talks about staging a successful executive strategy retreat, chapter eight talks about how to use a model of strategic thinking, chapter nine talks about how to make every person in your organization understand and care about your focus, chapter ten talks about the strategy

diamond - a model for implementation, chapter eleven talks about how to keep your focus in focus, chapter twelve talks about role of the management team in guiding strategic focus.

1.2 Purpose of Translation

1. To fulfill the graduation requirement of Diploma III English Vocational Program that is completing the final assignment.
2. To understand the content of book.
3. To get new knowledge about strategic focus in business and personal success in today's competitive marketplace.
4. To improve English skill, especially in translation skill.

1.3 Significance of Translation

1. Getting new information about the way of focus in business
2. Getting new knowledge about theory of strategic focus
3. Finding new experience in translate the book with using the method
4. Helping readers to be able applying focus in their lives of doing something.

1.4 Process of Translation

The translation process is a model that aims to explain the process of thinking (internal) of a translator when doing translation. In simple terms, there are two stages of translation process. (1) Analysis of original text messages, (2) Re-disclosure of messages contained in the target language, with sentences that can be read by the target language reader. 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.

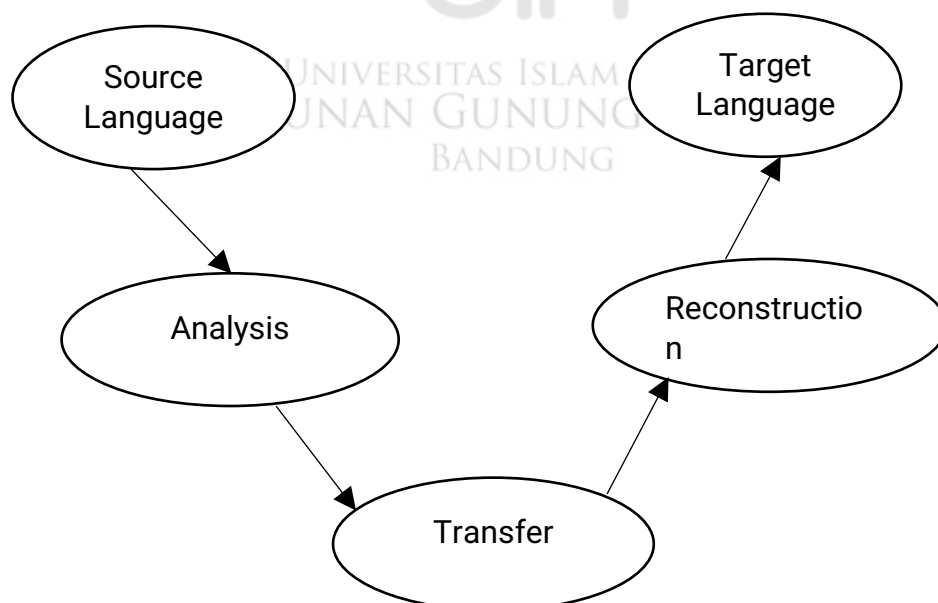


Figure 2: Nida's model of translation

1.5 Method of Translation

The translation method is more likely to be a method used by the translator in the translation process in accordance with its purpose, and the translation method greatly affects the translation results. This means that the results of the text translation are largely determined by the method of translation used by the translator because the intent, purpose and will of the translator will affect the results of the overall text translation. This is reinforced by the opinion of Newmark in Ordudary (2007: 1) which states: "While translation methods for whole texts, translation procedures are used for sentences and the smaller units of language". Furthermore, Newmark (1988: 45) has classified the translation methods into eight forms.

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 pre translation process. (Newmark, 1988:45).

For example:

SL: Lia is watching television.

TL: *Lia adalah sedang menonton televisi.*

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.

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 constraints of the TL grammatical structures. It transfers cultural words and maintains the degree of grammatical and lexical abnormality in the translation. It attempts to be completely faithful to the intention and the text realization of the SL.

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.

For example:

SL: Mathematics is a piece of cake

TL: *Matematika itu mudah*

5. **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: Try harder !

TL: *Berusahalah lebih keras !*

6. **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.

For example:

SL: He is a thief.

TL: *Dia panjang tangan.*

7. 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.

For example:

SL: The flowers in the garden.

TL: *Bunga-bunga yang tumbuh di kebun.*

8. Adaptation Translation

This is the 'freest' form of translation. It is used mainly for plays (comedies) and poetry; the themes, character, 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.

For example:

SL: Like father like son.

TL: *Buah jatuh tidak jauh dari pohonnya.*



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