

CHAPTER I

INTRODUCTIONS

1.1 Background of Translating *From Borneo To Bloomberg: A comeback story and 13 principles for success*

The book tells about the successful story and 13 principles for success of a man named Iwan Sunito who came from Borneo, Indonesia in Bloomberg, Australia. He was born in Surabaya and was raised for 12 years in the remote village of Pangkalan Bun, Central Borneo. After completing his junior school in Pangkalan Bun, his parent sent him to Surabaya to continue his study and in 1984 his dad sent him to Sydney to complete his high school education. In 1986 he was accepted into university in Bachelor of Architecture course at the University of New South Wales. He was graduated from UNSW in 1991 with an Honours degree and awarded the Eric Daniels Prize for Residential Design. Imbued by the success, he continued his study at the UNSW Master of Construction Management degree which completed in 1992.

The period between 1994 and 1996 was a brief and enlightening and pioneering time for him. He took a risk and quit for his architecture job to establish his own architecture firm, Joshua

International Architects, that designing luxury houses in Vacluse, Rose Bay, Killara and St Ives in Sydney.

In 1996 the Crown Group was born by merging three groups there are his own business with Paul Sathio and Anthony Sun. The years between 1996 to 2004 saw Crown Group steadily grow on the success of one development project after another in a number of areas in Sydney including Pennant Hills, Epping, Ashfield, Homebush, Bondi and Rhodes. The tipping point for Crown was in 2004. They were reached their first \$1 Billion worth of projects in pipeline.

After almost 30 years away, he returned to Pangkalan Bun, Central Borneo. During his journey from the airport to the hotel, his heart and mind were filled with memories of his past. He came back to Pangkalan Bun for visiting his village when he was child and did some businesses for the written of this book.

The writer choose this book because the content is so inspiring. It talks about the story of a man who successful doing something in his life. It also tells tips how to through and to face difficulties in life. The writer is in love and admiring Mr. Iwan Sunito as his survive in abroad and become extremely successful.

1.2 Purpose of Translating *From Borneo To Bloomberg: A comeback story and 13 principles for success*

Based on the background above, the writer identifies the purpose of this translation there are:

1. To add vocabularies
2. To improve the translation skill
3. To help readers understand the book in different version of language.

1.3 Significance of Translating *From Borneo To Bloomberg: A comeback story and 13 principles for success*

Theoretically, the translation project can show the development of the theories about strategies, process, and result of translation. Practically, the translating project can help to other writers and student translators to increase knowledge about the strategy of translation and the process of translation. This is also practically

useful as a reference for them.

1. 4 Method of Translation in General

Newmark (1988) mentioned the differences between translation methods and translation procedures that while translation methods relate to whole texts, translation procedures are used for sentences and the smaller units of language.

Translation method is used as general approach or main principle in translating a text. Newmark (1988: 45-47), translation methods are divided into eight types, as follows:

1.4.1 Word-for-word translation

This often demonstrated as interlinear translation, which 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 SL or a difficult text as a translation process.

1.4.2 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 translation process, this indicate the problem to be solved.

1.4.3 Faithful translation

A faithful translation attempts to procedure 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 in the translation.

1.4.4 Semantic translation

Semantic translation differs from faithful translation only in as far as it must take more account of the aesthetic value and natural sounds of the SL texts, compromising on meaning where appropriate so that no assonance, word-play or reception jars in the finished version.

1.4.5 Adaptation translation

This method is the freest from the others. It is used mainly for plays purposes such as poetry, plots and many more. The SL culture converted to the TL culture aqnd the text rewritten.