

CHAPTER I

INTRODUCTION

This chapter presents the background of translation, purpose of translation, significance of translation, process of translation, and methods of translation in general that are used in this study.

1.1 Background of Translation

English is the language that is used around the world and has been used as an international language. Many countries have made English as the first and the second language. Therefore, because of the different languages from one country to another, translation has become very important role for people in the world.

The translation process is needed for people to be able to understand various language in this world. Translation is a process of transferring ideas, messages, meaning and purpose of that text from source language (SL) to target language (TL). Although in translation there are various strategies and methods, it is easy but also difficult, some of the text perhaps can be translated only by read, but other should be by search for the meaning. According to Hatim (2004:3), translation is a phenomenon that has a huge effect on everyday life. He explains that translation is one of phenomenon in daily life.

The writer is interested to translating one of English book to Indonesian, it is written by Malcolm Gladwell, entitled "*The Tipping Point: How Little Things Can Make a Big Difference*". The book contains many things about how an epidemic

could spread quickly, as well as a product that we will sell, it gives a motivation to other people who will start a business. This book has become one of the most international bestseller in the New York Times version. Gladwell, at the beginning of this book, likens Tipping Point with epidemic disease Syphilis outbreak in Baltimore in 1995. In the same way, Tipping Point explain why a product becomes popular, or fashions suddenly in.

Malcolm Gladwell is a Journalist The New Yorker since 1996. Gladwell not only being a Journalist, but also an Author and Speaker. Born in England on September 3, 1963. His father is a Professor of Mathematic and his mother is a Writer. Gladwell and the family moved to Canada when he was 6 years old. Before working for The New Yorker, Gladwell has worked for the Washington Post for nine years. His educational background in the field of history and experience in the world of journalism make his writing are filled with data, research and amazing stories.



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1.2 Purpose of Translation

The followings are some purposes of translating this book :

1. To practice translating the book entitled “*The Tipping Point; How Little Things Can Make a Big Difference*” written by Malcolm Gladwell
2. To give readers information and knowledge about each of three chapters in the book
3. To understand the translation process from English into Indonesian
4. To improve the translation skill in general
5. To help Indonesian people to be able to read this book in Indonesian

1.3 Significance of Translation

This translation is expected beneficial for the readers used by other in terms of:

1. This translation can be understood and readable by Indonesian people.
2. This translation is expected to help the readers who are interested in the business world, because this book is very useful for someone who will start a business.
3. This translation is expected to be one example beginners who want to translate a book.

1.4 Process of Translation

The result of translation can be considered successful if the message, ideas and concepts that exist in the source language can be delivered into the target language as a whole. According to Newmark (1988:4) “a translator has to have a flair and a feel for his own language”. It means translation should be able to choose the right word, because the

translation process is not only to transfer the text from source language to target language, but also transferring message, meaning, information, culture or idea from source language (SL) to target language (TL). This explanation figure will describe about the process of translation:

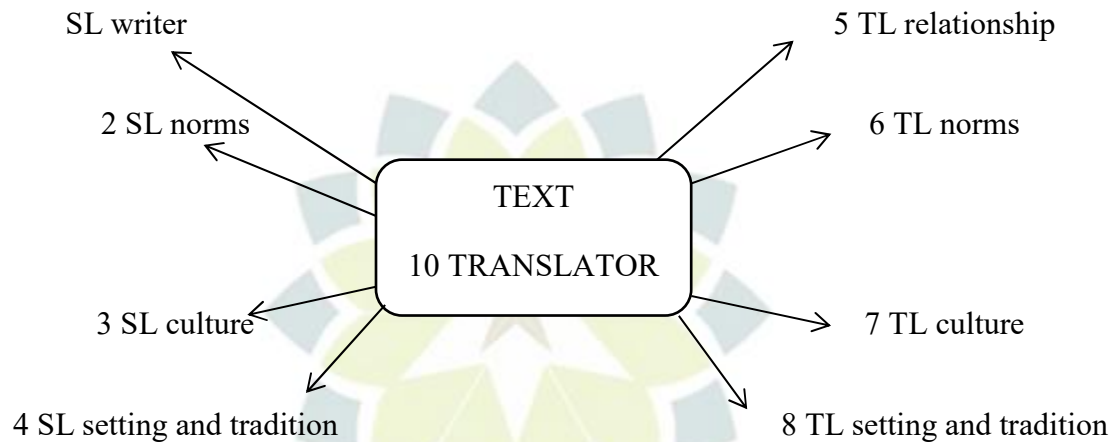


Figure 1.1 the Dynamics of Translation by Newmark (1988:4)

On the other hand, Nida and Taber (1969:33) define that “the translation process is divided in the three phases are analysis, transfer and reconstruction”. Analysis means, we have to analysis a source language message, material which is translated and analysis according to grammar and meaning. Transfer, it means alaysis the material it is transferred from source language to target language. Then the reconstruction is step how to translator written or showed the materials on the 1 and 2 step until will be received in target language. It is translation process explanation will be described in figure 1.2

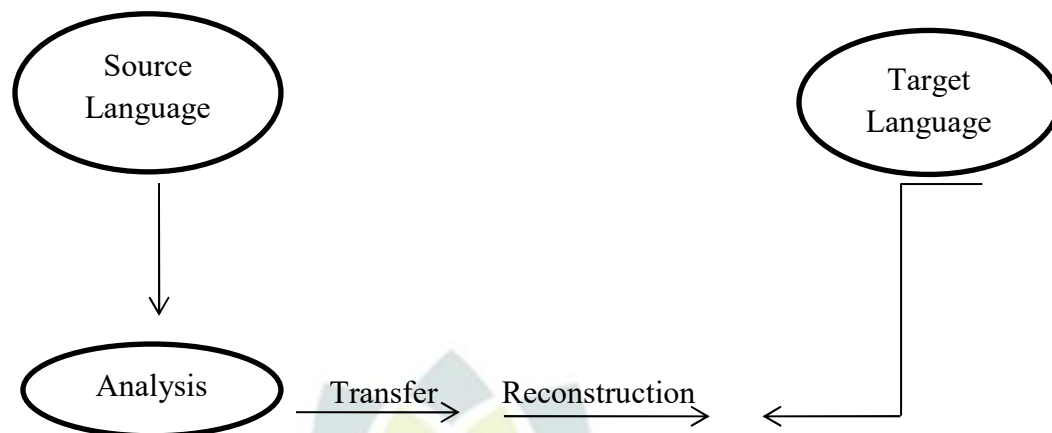


Figure 1.1 Nida and Taber's Translation Process

1.5 Method of Translation

In the Oxford Dictionaries (2010:932), method is a particular way of doing something, especially a systematic or established one. To translate the book, translator should have a method, technic or strategy that can be used. In this term Newmark has namely is method of translation. According to Newmark (1988:45-47), he divided method of translation into eight methods are:



Figure 1.2 Diagram V Newmark (1988:45)