

CHAPTER I

INTRODUCTION

In this chapter the researcher discusses the introduction which consist of background of the research, statement of the problem, research objective, research significance, frame of thinking and previous study.

1.1 Background of Research

Translation is the activity of understanding text in one language, usually referred to as the source language, and expressing reading comprehension into another language, which is known as the target language. The result of activities carried out by someone called a translator is a translation or target text that is equivalent to the source text.

Translating is basically changing one form to another (Larson, 1999). The form in question is the source language and target language. Therefore, translating can be interpreted as changing the source language into the target language or vice versa. The same thing is also expressed by Machali (2000) defines translation as the substitution of text material in one language with the equivalent of text material in another language translated by Machali (2000) as a substitute for text material in the source language with the equivalent of text material in the target language.

Basically, comic is a discourse which is full of symbols from several interconnected parts. These relationships form a story and are continually passed on by the readers themselves. In comics, there are pictures and text that determine the direction of the story that has been created by the comic creator. In other words, the pictures and the text both have a complementary bond in the process to form a fabric of meaning.

According to Atmakusumah (1988), "Comics are a popular art form that lives in society and is read evenly throughout the world. Comic fans come

from various groups regardless of age, gender and profession". Comics can also be said to be a communication medium that has the ability to adapt, so that it can be used for a variety of purposes, apart from being reading material which is entertaining, comics can act as a means of propaganda, education and teaching as in Japan, for example comics called manga. widely used for the benefit of teaching among the public and school education.

According to Boneff (1998) "Based on the type, comics can be grouped into two, namely comic strips and comic books. Comic strips or strips are serial comics that are published in newspapers. Comic books are a collection of pictorial stories consisting of one or more titles and story themes, which in Indonesia are called comics or comic books". Comics have now developed as a medium in constructing public discourse or opinion that can describe how people lives. Comic artists (as comic makers are called), can develop various criticisms and convey information. Society can accept without being convoluted with theory. Comics that are usually packed with nuances of humor, and with a variety of images are easier to accept.

Comics are works of art with pictures and other symbols that are side by side in certain sequences, to convey an aesthetic response from the reader. Comics are said to have pictures and other symbols in a certain sequence because comics do not have to contain words and are consecutive because comic images are made chronologically, although the comic story itself does not have to be chronological (McCloud, 1993).

From a lots of internet users as a medium to fulfill entertainment or information needs, one of the most popular examples of young people today is online comics. Online comics have a large following. The comics, in this case, which are mostly Japanese or American publications in their original languages, can be enjoyed for free through various sites that provide them. Readers only need to open the addresses of sites that are believed to provide online comic services such as manga plus, mangageez, oploverzz or mangafox. The site has a wide selection of comics to choose from, from A to Z, and all of them can be read for free. Most of the comics on this site are mostly only comics or manga from

around the world, but the popularity of manga in Indonesia is unquestionable. Based on data taken from the official Elex Media Komputindo forum, publisher Elex prints around 200 titles a month, with sales of close to 200 copies for each title, and nearly 1,000 copies for popular titles. Various titles such as Spiderman, Avenger, Hulk, Deadpool or Stars Wars are often best sellers or most awaited to be published.

The interesting to note is that all comic and manga are translated from Japanese to English to Indonesian, then from English to Indonesian. Almost all comics have been translated into English. In addition, several Indonesian publishers, especially the publisher Elex Media Komputindo or M&C, published several of the above titles in the Indonesian version, causing an indirect war between online comics and printed comics. On the one hand, online comics are in high demand for their ability to update content very quickly every week, while on the other hand, print comics provide a much more affordable version for general readers. In addition, online comics offer something fast and free with an understanding of the English language, while print comics offer comics that are more tolerant of the general reader but cost money.

The online comic translator does not charge a penny from its readers. Various translator names, such as FrankyScans, BakaScans, are some of the names that often appear at the end of each comic that have been translated as examples of the many translators that exist. It is hard to know how they get money for translators or writers themselves. One Indonesian publisher stated that online comics circulating are legal.

However, what needs to be considered in this case is the translation process. Translation means a change from one language to another. In this translation process, many translators often use the two methods interchangeably. In this case, online comic translators use English, while Indonesian publishers use Indonesian. For example, many term names from English to Indonesian, resulted in a shift in translation from what the author might mean. In contrast some terms in Indonesian are much easier to understand than terms in English. This is

considered trivial, but if it happens repeatedly or relates to things like tradition and culture, it can quite influence the understanding of the story.

The way in which the translator conveys the contents of the mind story and how this series actually has some real translation shifts, so that the storyline is translated differently. Then the reason why the researcher chose *Deadpool* comic as the objective study of this research. The researcher wants to know the types of translation shift, know different diction, and determine the types of translation shift.

From the background of this research, the researcher will analyze analytically what shifts translation have occurred in the translation of this *Deadpool* comic. By analyzing translation shift that have occurred, it is hoped that this thesis can show the advantages and disadvantages of each version, and if there is a shift in a translation, it is possible to find out which elements are occurring.

1.1. Statement of Problem

Online comics have many fans of their own, ranging from young children to adults. Online comics which are mostly published from Japan and America, can be enjoyed for free through various sites that provide them on the internet. The online comic translator from English to Indonesian is translated by various translators. There always found some mistake or oddities in it, for example many term names from English were translated into Indonesian, resulting in a shift in meaning from what the comic author might have meant. It can be considered unimportant, but if it happens repeatedly or relates to sensitive things such as traditions and culture, it might quite influence the understanding of the story. Based on the background of the study there are some problems of the analysis. Therefore, those things will be formulated in two question below:

1. What are the shifts of translation that occur in the translation of *Deadpool* online comics?

2. What is the most common type of translation shift in the translation comic?

1.2. Research Objective

In accordance with the formulation of the problem, the objectives of the study are as follow:

1. To analyse the shifts of meaning that occur in the translation of *Deadpool* online comics.
2. To identify the most common type of translation shift in the translation comic.

1.3. Research Significance

There are two significance in this research:

1. The theoretical significance

This research can be used for researcher themselves and readers. This research is expected to broaden the knowledge of English Department students regarding translation shift theory. The researcher hopes that the results of this study will be useful for students who are interested in translation shift in online comic translations. In addition, this can also be a reference for language students who are interested in online comic translation analysis.

2. The practical significance

This research is expected to help in understanding one part of the science of translation, which is about shifting translation, which is most likely unavoidable in the process of translation from one language to another. This research is expected to trigger and open up opportunities for other research related to topics proposed by the author, for example for different languages or various sub-topics.

1.4. Frame of Thinking

This research will focus on analysing the types of translation shifts and identifying cases of translation shifts found in *Deadpool* comics as research objects. The researcher chose this comic as the object because it is a pictorial reading that many people are interested in so that it is easy to find on the internet. In the translation of comics, there are many shifts in translation so that the story from the comic is not conveyed and does not get the message conveyed by the comic creator. In analyzing the how the translator translates the comic, the researcher will use several translation theories, especially the theory of translation shift and the theory of diction.

The first thing that the researcher do is analyze the translation shift that occurs in the comics which are the object of this research. In translating the translation, the researcher uses the translation theory which is proposed from William and Chesterman (2002) as well as Hatim and Munday (2004). In addition, to support this theory the researcher also uses the supporting theory from McCloud (1993) about the theory of diction.

The science of language translation is a very broad science. By using several theories related to the science of language translation, such as concept of translation, theoretical models of translation and translation approaches that are appropriate to discourse such as translation shift, the two versions of comics will be studied in depth.

Analysis of the translated text deals with the comparison between the translated text and the source text. Analysis of a translation shift relates to various kinds of translations, both translation into the same language, as well as into other languages, from the same source text. This kind of thing cannot discuss every aspect of the text, so the selection of an aspect in the text is an important part of this analysis (William and Chesterman, 2002). For example, the researcher can choose one aspect such as certain semantic aspects or certain aspects of writing style and analyze related things in the translation process or, it can also be done through other mean, namely looking at existing translation problems, then

analyzing the translation strategies used by the translator in finish it. Or, it can also be done by analyzing the types of strategies that exist, and looking at the terms and conditions that are right for their use. Of all these examples, one point in addition is to look for patterns that exist between the two text. In this search for patterns, the researcher can look at the strategies implemented by the translator or see the specific terms and conditions of a text to be translated.

1.5. Previous Study

There are some previous study about translation shift, but they only focus on different comic. Moreover, the object of the previous researcher are usually comic, movie, or song. The researcher picks five research which is used as the previous study.

The first study is undertaken by Widyagani (2012) "*Pergeseran Makna Penerjemahan Komik Konan dalam Bahasa Inggris dan Bahasa Indonesia*". The first research aims to be able to help in understanding one part of the science of translation. As far as the writing of this thesis is being carried out, research or work related to the field of translation is difficult to count, but the writer still rarely finds research related to the field related to the topic proposed by the author. This research is expected to help in understanding one part of the science of translation, which is about shifting translation, which is most likely unavoidable in the process of translation from one language to another. This research is expected to trigger and open up opportunities for other research related to topics proposed by the author, for example for different languages or various topics.

The second study is undertaken by Tone (2014) "*Mengubah Bentuk dan Makna dalam L'Agent Comic Translation 212 dari bahasa Prancis ke bahasa Indonesia*". This study aims to make it easier for Indonesian students to understand the French language system because the two languages (Indonesian and French) are compared to each other. This research is expected to provide scientific insights in the translation of comics from French into Indonesian.

The third study is undertaken by Ningtyas (2017) "*Mengubah Bentuk dan Arti dalam Komik Detektif Conan Terjemahan VOL 84 dan 85*". This study is expected to help in understanding one part of the science of translation, namely regarding the shift in translation, which is most likely unavoidable in the process of translation from one language to another. This research is expected to trigger and open up opportunities for other research related to topics proposed by the author, for example for different languages or various sub-topics.

The fourth study is undertaken by Faris Aditya Widiagani (2017) "*Analisis Pergeseran Makna Penerjemahan Komik Bleach Dalam Bahasa Inggris Dan Bahasa Indonesia*". This study is intended to analyze the food shift and compare it to the printed comic version and the online comic version. The data is taken from the translation of the comic Bleach from English and Indonesian.

The fifth one is undertaken by Rosma Aliah (2014) "*Analysis Semiotika Pesan Moral Islami dalam Kitab Komik Sufi*". This study analyzes moral messages in comics by using semiotics study. And this research is to know and understand representamen, objects and interpretants in Sufi comic books.

The difference between this study and previous studies, this study will focus on shifting translation that exists in *Deadpool* comic. The researcher will analyze the types of shift translation that occurs, identify the number of cases of translation shifts that occur most frequently and what factors determine the diction in translating comics using translation shift theory.