

CHAPTER I

INTRODUCTION

1.1 Background of Translating *The Leadership Secrets of Colin Powell*

Translation is a skill that is really needed in this globalization era, where everything is easy to get by internet and people are also easily connected even if they were so far from each other. A role that requires skill and accuracy in sorting and choose the right words to translate. Nowadays, translation skill is really needed. Not only in almost all of Indonesian companies which cooperate with foreign companies but also for books, like novels, science books, school books, and other books with foreign language that will be released in Indonesia, it must be translated into our language first, so that the translators are very needed in this case. I think learning English is a must for people in this era. If we study foreign language as much as possible, it will help ourselves to find a job and also to reach our dreams.

Translation is the way how we change the source language into another language. It is a skill that is requiring several abilities. The following statement from Nida and Taber (1982:12), translating consists in reproducing in the receptor language the closest natural equivalent of the source language message, first in terms of meaning and secondly in terms of style. Another statement written by Catford (1965:1), translation is an operation performed on languages: a process of substituting a text in one language for a text in another. Therefore, we can make a

conclusion that translation is a transfer of meaning, message, and style from the source language to the target language.

In this final assignment, the writer selected a book by Oren Harari titled *The Leadership Secrets of Colin Powell*. It is a book which the author offers leadership solutions from Colin Powell published by McGraw-Hill. The writer selected this book in order to get new knowledges about leadership. This book is interesting to read and also have many benefits for the readers, that is why the writer selected the book for this final assignment.

1.2 Purpose of Translating *The Leadership Secrets of Colin Powell*

The purposes of this translation are:

- a. To fulfill the requirement for degree Diploma III English Vocational Program
- b. To increase the writer's skill in translating text
- c. To know how to be a translator in a workplace
- d. To understand how the translation process in translating *The Leadership Secrets of Colin Powell* book.

1.3 Significance of Translating *The Leadership Secrets of Colin Powell*

The significance of this translation is to increase the writer's skill in translating this type of book and to develop the writer's comprehension of

translation. To give knowledge for the readers and to be one of the references for those who are about to make final assignments.

1.4 Theory of Translation

These are some theories about translation from various experts :

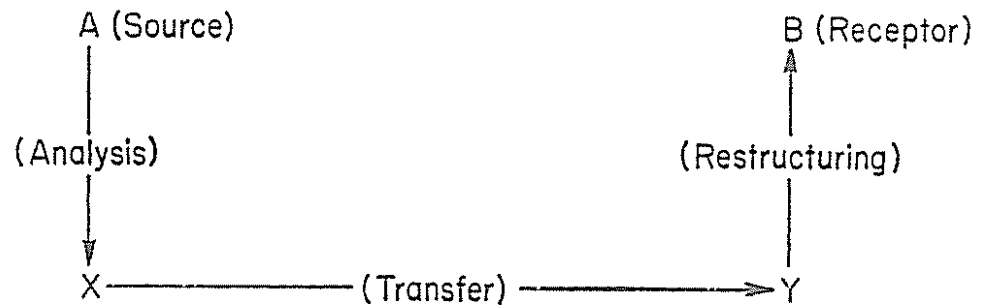
1.4.1 Definition of Translation

Translation is a change from one language into another language. To translate a text, we need to know exactly which word is the right word for that kind of text. One word can be translated into more than two or three words, or even more, in another language, that is why translating needs a good skill. There are so many definitions of translation from various experts but all of them having the same meaning. At this point, the writer will put some definitions from several experts.

In *A Textbook of Translation*, Newmark (1988:5) said that translation is rendering the meaning of a text into another language in the way that the author intended the text. From the definition, we know that translating cannot be easily done without knowing exactly the meaning of the text. Another definition written by Catford (1965:20), translation may be defined as the replacement of textual material in one language (SL) by equivalent textual material in another language (TL). Nida and Taber (1982:12) also said that translating must aim primarily at “reproducing the message”. From those all definitions we can say that translation is transferring a text from source language to the target language without changing the message from that text that the author wants to tell to the reader.

Nida and Taber said that translation system consists of three stages: (1) analysis, in which the surface structure is analyzed in terms of (a) the grammatical relationships and (b) the meanings 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 receptor language, this approach may be diagrammed as (Nida and Taber, 1982:33)

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1.4.2 Method of Translation

According to Peter Newmark (1988:45), the central problem of translating has always been whether to translate literally or freely. Newmark (1988:45-47) says there are eight methods of translation:

a. 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. Example:

SL = She is a student.

TL = Dia adalah seorang murid.

b. 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.

Example :

SL = I am walking with my sister.

TL = Saya sedang berjalan dengan saudara perempuan saya.

c. 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.

SL = The man with that black hat is my uncle.

TL = Lelaki yang menggunakan topi hitam itu paman saya.

d. 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 sounds of the SL text, compromising on 'meaning' where appropriate so that no assonance, word-play or repetition jars in the finished version.)

Example :

SL = He is a book-worm.

TL = Dia suka sekali membaca.

e. Adaptation translation

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. Example :

SL = Empty case has louder sound.

TL = Tong kosong nyaring bunyinya.

f. 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, a so-called 'intralingual translation', often prolix and pretentious, and not translation at all. Example :

SL = Being lazy, we get nothing.

TL = Kita tidak akan mendapat apapun jika kita malas.

g. 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. Example :

SL = He works very hard.

TL = Dia bekerja banting tulang.

h. 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. Example :

SL = “You look so busy, what are you doing?”

TL = “Kamu sibuk banget, lagi apa sih?”

