

CHAPTER I INTRODUCTION

This chapter provides the background of the study that describes the reasons why researcher intends to conduct the study. This chapter consists about background of the study, problem of the study, objective of study, scope, and limitation, and the last part of this chapter is definition of the key term.

1.1 Background

This research dealt with theoretical and practical problems of translation due to the different vocabularies in Indonesian and English. The basis for researcher's discussion was the experience of some people who could not translate Javanese word into Indonesian word, and could not translate some Indonesian word into English. The linguistic genre researcher had chosen, as theoretical background was translation theory which some times known as "Translation Studies"

Researcher's idea is that if either a source language (SL) had a significantly larger vocabulary than a Target Language (TL), generally or areas, a translator would have to be careful as well as inventive if he were to render all details from the SL to TL.

The difficulties to translate Javanese word had proved that Javanese has larger vocabulary than Indonesian does and Indonesian has larger vocabulary than English does. As an example: Javanese has more kind of names to call "rice", namely : *beras, gabah, las, sego, and upo*; Indonesian had *beras* and *nasi*; while English just

has word rice, whether it was cooked or not; English still calls rice whether it had one or more numbers of rice. It was very different from Javanese and Indonesian. Therefore, some time translator could not find completely satisfying word in TL when he did translation. Base on the case above researcher decided to acquaint researcher's self with the study and saw it as a relevant study for a Translation Theory (TT)

In 1956, Whorf argue that people who speak differently think differently- our language, as per linguistic determinism, determines our thinking¹. If this had been the case, it would be a potential problem for translator. It would be difficult to translate Indonesian word “*pak de*“ into English the fact that Indonesian has two base word for “*uncle*” would due to Indonesian perceiving family relations different than English do.” Uncle would not suffice, as when reading that word an English speaker would not perceive the differences between Indonesian and English ways of viewing family relation! This is usually theoretical problem (as in the case), rather than practical one and as mentioned above, linguistic determinism as often rejected.

Some other researchers had taken this kind of study (Translation Theory). Though some of them took the same side as researcher's (Semantic Translation), most of them more focus on definition of meaning in context (Discourse Analysis) and CCU (Cross Culture Understanding), Translation process (how to do a good translation in a specific field) than put their research on semantic translation.

¹ Lasse Winther Wehner, “*Translation Theory: The Snow Debate And Beyond*”, 2000, p 4.

One of researcher who had taken definition of meaning in context and culture was Jiang Tianmin in her paper “Translation in Context”. In the paper she wrote, “Translation, seen as a mode of being in the world should not be regarded per se but should be contextualized as a social system. Infidelity is built in translation because it inevitable describes domestic scene that are loaded not only linguistically and culturally, but also socially and politically. Translation is simultaneous decontextualization and recontextualization, hence is productive rather than reproductive.” from the statement above researcher conclude that Jiang stated her research in translation as a discourse and translation as a form of cross cultural communication (actually she took English-Chinese translation in the late Qing Period).

The second researcher who state in translation as communication (DA) was Frédéric Houbert in his paper “Translation as a Communicative Process”. It was known from his writing. In this paper he wrote ”Translation is to be understood as the process whereby a message expressed in a specific source language is linguistically transformed in order to be understood by readers of target language. Therefore, no particular adapting work is usually requited from the translator, whose work essentially consists of conveying the meaning expressed by original writer.”²

² Frederic Houbert, *Translation as a Communication Process*. Available [online]: <http://www.biblicalstudies.org.uk/article_trans_metzger2.html> . Accessed 2009 January 7.

Beside of translation as a definition of meaning in context (Discourse Analysis) and CCU (Cross Culture Understanding), many researchers stated their research in the field of translation process. Bruce M. Metzger in his paper “theory of the translation process”, tried to provide how to make a good or success translation in translating bible. One of his statements which proved it,” the work of translating the bible presents special difficulties, since the scriptures are source of both information and inspiration, Bible translations must be accurate as well as felicitous. They must be suitable for rapid scanning as well as for detailed study, and suitable for ceremonial reading aloud to large and small audiences. Ideally, they should be intelligible and even inviting to readers of all ages, of all degrees of education, and of almost all levels of intelligence. Such an ideal is, of course, virtually impossible to attain.”³

The second research in translation process is “Good Translation: Art, Craft, or Science?” by Mahmoud Ordudari (English translator, University of Esfahan, Iran). The contents of the paper was some statements of other researchers which has relation with translation it self and about a good translation.⁴

³ Bruce Metzger. 1993. *Theories of The Translation Process*. <http://www.biblicalstudies.org.uk/article_trans_metzger2.html>. Accessed 2009 January 7.

⁴ Mahmoud Ordudari. 2001. *Good Translation: Art, Craft, or Science?*.Iran: A Journal of Esfahan University. <<http://www.translatiodirectory.com/articles/article1589.php>>. Accessed 2009 January 7.

The third is “Legal Translation and Translation Theory: a Receiver- oriented Approach” by Susan Šarcevic (University of Rijeka, Croatia). The paper in consist about some way to handle legal translation or translation for legal later rightly.⁵

Beside of translation as discourse and culture, translation as translation process, some other researchers also took the same side of translation like researcher. Some of researchers who took semantic translation are T. David Gordon, Lesse Winther Wehner. T. David Gordon had written a paper by title “Translation Theory”. In his paper, he wrote:

“The same is true of translation theory. It is not necessary for everyone to now translation theory, nor is it even necessary for pastors and teachers to know everything about translation theory. It is not my intention to provide anything like an exhaustive approach to either translation theory or semantic theory (relax; I will define this word later). Rather, I intend to discuss briefly the more important observations, which may be useful to the pastoral ministry.⁶

The paper above, more focus on semantic theory than translation theory.

Lasse Winther Wehner, in his paper “Translation Theory: The Snow Debate and Beyond”, he wrote about theoretical and practical problems of translation due to the different vocabularies in Danish and English. In the research, Lesse used Tolkiens’s novels. To analysis the novel, he just used two theories. They are transferring and making a neologism.⁷

⁵ Susan Šarcevic. *Legal Translation and Translation Theory: A Receiver- Oriented Approach*. Croatia: A Journal of University Rijeka. Accessed 2009 January 7.

⁶ T. David Gordon. 1985. *Translation Theory*. <<http://www.bible-researcher.com/gordon.html>>. Accessed 2009 January 7.

⁷ Lasse Wehner Winther. 2000. *Translation Theory: The Snow Debate And Beyone* [Article]. Accessed 2009 January 7.

Base on some researches above, it could be concluded that this kind of research was different from before. However, Lesse took the same field of translation namely semantic translation and put some theory of the way to translate, both this research and that research were different. In this researcher, researcher used texts on package of instant noodle and Lesse used text on Tolkiens's novel. Researcher decided to take some text on package of instant noodle because most of people ever consumed it. The noodles were produced by Indonesian and have been imported by some foreign countries, so text of the package needs more attention. Indonesian's translator must be able to translate Indonesian text into English correctly, because if he has wrong diction, it will change the meaning of sentence and of course it will make the reader has wrong assumption to the text.

Beside that, noodle is very easy to be found, and most people are able to learn whenever and wherever, so if noodle's packages are able to be analyze for translating lesson, it will not be impossible if teacher use the package for other subject. For example: for speaking lesson, reading and vocabulary lesson. So, the package will be able to be a new innovation for teacher.

The third point was about the used theory. In this research enclosed more theory than Lasse. Lasse just enclose two theories of Newmark, but researcher here encloses three theory of Newmark and four theory of translation in Indonesian.

Base on the statement above researcher could take the problem, which would be explained in problem of the study below.

1.2 Problem of The Study

Base on the background described above, the problem of this study could be formulated as follow:

1. What are the strategies used to translate Indonesian text on package of Instant noodle products into English?
2. What are the advantages of each translation theories?

1.3 Objective of The Study

Derived from the above question, the study was aimed to (1) describe the strategy used to translate Indonesian text on package of Instant noodle products into English; (2) Describe the advantages of each translation theories.

1.4 Significance of The Study

Looking at the objective above, this study was trying to use or develop the Translation Theory, and develop teaching and learning innovation also. The results of this study were expected to: (1) Give contribution to every people (translators) in order that able to do a good translating, (2) Give contribution to translator, that there are some other theories of translating in the out side of Newmark's theories; The theories which was adopted from MGMP *Bahasa Indonesia* team; (3) Give

contribution to every English learners in translating some text on package of products field correctly. (4) Give new innovation to teachers who teach translation lesson and other subjects to create new way of teaching by using some real goods (not just use text book), such as: instant noodle package.

1.5 Scope and Limitation of The Study

The primarily problem in this study was just what should be done when has the SL meaning either a TL word for it or a TL word which was useable but not completely satisfying. This study was limited to translate Indonesian words into English words. Texts, which were analyzed in this research project, were texts on instant noodle products.

1.6 Definition of The Key Terms

Readers used the following key terms to interpret this study in the same way.

- 1) Pinhhuck (1977:38) defines translation as “a process of finding a TL equivalent for an SL utterance”⁸
- 2) Translation Theory is once strictly confined within the scope of linguistics for translation was merely referred to as a conversation of language, from the source language into target language.⁹
- 3) In view of foster (1958:6), the only good translation is one “which fulfils the same purpose in the new language as the original did in the language in which it was written.” A good or true translation as Nabokov (1964: viii-ix) claims, is literal translation: “rendering as closely as the associative and syntactical capacities of another language allow, the exact contextual meaning of the original”: thus, he conclude that, “only this [literal translation] is true translation.”¹⁰
- 4) Translation Strategy is the strategy made and used by linguists of all country to translate SL to TL. All of country has the translation strategy whereas it has been explained and called in different name. For the more explanation about kinds of translation strategies and their name, researcher will be explained in review of related literature below.

⁸ Mahmoud Ordudari, 2001, p 2.

⁹ Aiwei Shi. 2000. *Hermeneutics and Translation Theory*. Shanxi: Xinzhou Teacher University. ,<http://www.translatiodirectory.com/articles/article151.htm>.. Accessed 2009 January 7.

¹⁰ Mahmoud Ordudari, 2001, p 4.

1.7 The Thesis Organization

This research result consists of five chapters. The first chapter consists of introduction, problem of study, objective of study, significance of study, scope and limitation, and definition of key term.

In chapter two, researcher presents the review of related literatures. In the chapter, researcher mentions about some theories and some literature which has relation with this research; but beside of the theories, researcher also writes some related studies or researches which were done before completely (also writes the explanation or the point of those researches).

Chapter 3 consists of Research methodology. It has four sections, namely: Research design which explains about kind of research. It is qualitative research; Data of the study explains the data which was used. The data are in the form of word; Data collection techniques explains the way which was used to collect the data); and the last section is Data analysis which consists of the way to analyze data.

In Chapter 4, researcher wrote the research result. In the chapter, researcher discussed whether the above-mentioned problems were practical as well as theoretical and mentions some ways a translator could deal with them if that was the case.

In the final chapter of this research was chapter five which consisted about conclusion of the research result