CHAPTER I
INTRODUCTION

1.1 Background of the Analysis

Oblique translation is a procedure in translating language. In Oxford dictionary the word ‘oblique’ means indirect. Oblique translation is used when the structural or conceptual elements of the source language cannot be directly translated without altering meaning or upsetting the grammatical and stylistics elements of the target language. According to Vinay and Darbelnet (2000: 84-93), there are Direct Translation and Oblique translation. The two strategies comprise seven procedures, of which direct translation covers three procedures: Borrowing, Calque, and Literal translation. While oblique translation covers four procedures : Transposition, Modulation, Equivalence, and Adaptation. But, in this thesis the writer only chooses the oblique translation for the analysis. Vinay and Darbelnet in Venuti (2000), views about Oblique translation method as follows :

"...because of structural or metalinguistic differences, certain stylistic effects cannot be transposed into the TL without upsetting the syntactic order, or even the lexis. In this case it is understood that more complex methods have to be used which at first may look unusual but which nevertheless can permit translators a strict control over the reliability of their work."

Actually, there are still many of the translation methods or procedures. And they all are related to the translation. Translation is very important in the daily life, especially in this time because many books, mass media, or other information tools, use foreign language. So, in translating the translators must not
only understand about translation and the procedures, but also must understand about the language, either the regional language or foreign language.

Translation generally is a process of transferring between one language to another language. In translation, there are called SL or Source Language and TL or Target Language. Cartford, (1969: 20) says that translation is the replacement of textual material in one language (SL) by equivalent textual material in another language (TL). According to Pinchuck (1977: 38), “Translation is a process of finding a TL equivalent for a SL utterance”.

Nida (1969: 12) defines translation consist in reproducing in the receptor language the natural equivalent of the source language message, first in terms of meaning and second in terms of style. While Newmark (1981: 7) defines translation as a craft consisting in the attempt to replace a written message and/or statement in one language by the same message and/or statement in another language.

Based on the definitions of translation above, it can be concluded that the translation is so related to the language. Language is a tool of communication for human neither spoken nor in written. Walija (1996: 4) in www.wismasastra.wordpress.com,

_Bahasa adalah komunikasi yang paling lengkap dan efektif untuk menyampaikan ide, pesan, maksud, perasaan, dan pendapat kepada orang lain._

(Language is the most complete and effective a means of communication to conveying the idea, message, purpose, feeling, and opinion to another people).

The examples of written language are books and magazine or other mass media. The role of mass media is very important for people. Not only as the
information tool, but also as a tool of language development. The word and new terms whether they are from regional language or foreign language, generally are used by mass media earlier. So, indirectly the mass media is a media of education for people and it also forces people to study about language. A writer or journalist must pay attention to the language usage, in order not to make the readers misunderstanding. Especially if the mass media uses two languages.

Usually in mass media the journalist or writer tries to use the interesting language, because the language which is used by mass media is very influential for the readers. Many mass media has tried to be careful in composing a good, correct, and interesting sentences. Besides as a media of education, the mass media also has a role to enrich our vocabularies, either in Indonesian language, foreign language, or region language. Usually the process of writing in mass media, using the effective sentence, choosing the word or term appropriately, and avoiding the superfluous words. It is very important for the writer or journalist to pay attention to the process of writing in mass media.

Related to the language in mass media, so in this thesis the writer chooses one magazine which is bilingual to be analyzed based on Vinay and Darbelnet method. The magazine is Mandala Magazine from an airlines company. This magazine uses two languages, the source language (SL) is English language and the target language (TL) is Indonesian language. The purpose of analysis is to find out the oblique translation procedures used in the texts of that magazine. The writer is interested in choosing it because the writer wants to know how this magazine is translated.
This magazine is useful for people, especially for the plane passenger as information like a tour place, entertainments, air transport schedule, transit place, and so on. In this thesis there are some procedures. For examples, **Dear reader** which is translated into **pembaca yang terhormat**. It is adaptation. Because it is adapting a source language situation when it does not exist in the target language or would be considered inappropriate in the target culture. And **welcome** which is translated into **jumpa kembali**. It is the example of modulation. Modulation changes the point of view without changing the meaning of the message.

### 1.2 Problems of the Analysis

Concerning with the title of this thesis, there are two problems appeared, they are :

a. What kinds of oblique translation procedure are found in the target text ?

b. What is the most dominant oblique translation procedures found in the target text ?

### 1.3 Objectives of the Analysis

To answer the problems of the analysis, the objectives can be described as follows :

a. To analyze and find out the oblique translation procedure found in the target text.

b. To find out the dominant types of the oblique translation procedure found in the target text.
1.4 Scope of the Analysis

The mass media has variety of language and writing, and also has the terms which sometimes we rarely hear them. Therefore, this analysis must have limitation in order to the discussion of this analysis does not too wide. In this thesis, the writer only focuses on analyzing oblique translation. The data are taken from Mandala Magazine which is limited it in some pages, they are pages: 23-38 of Transit Time. This magazine is written in two languages, they are English as the source language (SL) and Bahasa Indonesia as the target language (TL). And the writer only uses one kinds of translation procedure of Vinay and Darbelnet’s theory, it is Oblique translation.

1.5 Significance of the Analysis

There are some significance of the analysis. Firstly, this thesis can be useful for the students of English Department as their reference when they analyze the translation, especially about the translation procedures. Secondly, this thesis also will be useful for another readers who want to learn or know about translation more deeply, especially for someone who wants to do research in the translation.