CHAPTER I
INTRODUCTION

1.1 Background of the Analysis

Generally, translation is known as a process of transferring the meaning from source language to the target language. Catford (1965:20) says that translation is the replacement of textual material in one language (source language) by equivalent textual material in another language (target language). In translating the meaning of source language to target language, a translator needs a way or strategy of translating. Some experts say it as methods of translation, and the others say as translation procedures.

In this thesis, the writer analyses translation procedures. This analysis is important to do because the writer wants to see whether the translation procedures exist in translating business terms or not. Also, this analysis helps the translators or the readers in order to see the way of translating the meaning of source language (business terms) efficiently.

The writer uses business terms as the data of research found in Business, Eighth Edition book. This book is different from other books. Besides giving a clear explanation about the developing of business world and how to run a business, it also provides business terms used in business activities. It is very useful for readers, especially for the business men, students of economics and also for people who want to run a business. So that it makes the writer interested in using this book as the source of data.
The theory that the writer uses in analyzing the data is the theory of Vinay and Darbelnet about translation procedures. Vinay And Darbelnet theory is the first classification of translation procedures that have a clear explanation. Vinay and Darbelnet in Venuti (2000:84-93) mention that the procedure of translation can be divided into two covering procedures, they are (a) literal or direct translation; which covers borrowing, calque, and literal translation, (b) oblique translation which covers equivalence, transposition, modulation and adaptation.

For example: the term ‘bonus’ (Source Text) is translated into Bahasa Indonesia as ‘bonus’ (Target Text). The procedure in translating that term is called borrowing. Borrowing is the simplest of all translation procedures, the Source Language is directly transferred to the Target Language.

1.2 Problems of the Analysis

Based on the background above the discussions are about,

a. What kinds of translation procedures found in the target text?

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

1.3 Objectives of the Analysis

The objectives of the analysis are to answer the problems above that can be described as follows:

a. To find and to analyze the translation procedures found in the target text.
b. To find out the dominant type of the translation procedures found in the target text.

1.4 Scope of the Analysis

In this thesis, the writer focuses on analyzing translation procedures based on Vinay and Darbelnet’s theory. They are (a) literal or direct translation; which covers borrowing, *calque*, and literal translation, (b) oblique translation which covers transposition, modulation, equivalence, and adaptation. The data (business terms) are taken from *Ricky W. Griffin’s Business Eighth Edition* and its translation *Bisnis Edisi Delapan*. The book consists of thirteen chapters. In order to make the research more efficient and accurate especially in conserving money, times and energy, the writer takes the data at random. It is called *systematical random sampling*. Riduwan (2008:61) says *Sampling Sistematis ialah pengambilan sampel didasarkan atas urutan dari populasi yang diberi nomor urut*. Setelah pemberian nomor urut, pengambilan sampel dapat dilakukan berdasarkan nomor genap atau ganjil atau dengan nomor kelipatannya. (*Systematical sampling is a sample making based on the turn of population that has already given the line numbers, sample making could be done based on even numbers, odds numbers or even double numbers.*). From explanation above, the writer takes the data from even chapters (2, 4, 6, 8, 10, 12).

1.5 Significances of the Analysis

There are theoretical and practical significances that can be taken from this thesis. Theoretically, this thesis can be used for the readers and especially for the
students of English department to expand their knowledge about translation. Practically, this thesis can be used by translator in practicing the translation and also in Foreign Language Teaching. Also can be used for businessmen or economics students in order to increase their vocabulary about business terms.

1.6 Literature Review

To support the ideas of this thesis, I have consulted some references concerned with the topic to support the analysis. Those references are:

Bell (1991), the aim of translation is to reproduce as accurately as possible all grammatical and lexical features of the source language original by finding equivalents in the target language. At the same time all the factual information contained in the original text must be retained in the translation. He then suggests that there are three distinguishable meaning for the word. It can refer to:

1)Translating : The process (to translate, the activity rather than the tangible object)
2) A Translation : The Product of the process of the translation
3) Translation : the abstract concept that encompasses both the process of translating and the product of the process.

Haugen in Siregar (2009:73), there are some possibilities that may occur borrowing. First, borrowing with no change in form and meaning (pure loanwords), the second, borrowing with changes in form but without changing the meaning (mix loan), and the third, borrowing when part of the term is native and other part is borrowed, but the meaning is fully borrowed (loan blends).
Vinay and Darbelnet (2000:84-93) mention that the methods of translation can be divided into two covering methods, they are (a) literal or direct translation; which covers borrowing, *calque*, and literal translation, (b) oblique translation which covers transposition, modulation, equivalence, and adaptation.

Besides those experts and their theories above, I also read some thesis relating to this topic. Prasasty (2002:4) in her thesis “An Analysis of English Lexical Borrowing Found In PT. Nestle Indonesia’s Catalogue” gives a contribution to this thesis. She uses descriptive qualitative method in writing the thesis. She also uses common statistic formula based on “educational statistic” to count the percentage of each type of lexical borrowing. Then she draws the percentages of each lexical borrowing on a table.

**Table 1. Percentage of each of lexical borrowing (2002:4)**

<table>
<thead>
<tr>
<th>No</th>
<th>Type of Lexical Borrowing</th>
<th>Number of Cases</th>
<th>Percentages</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Loan Words</td>
<td>83 Cases</td>
<td>63%</td>
</tr>
<tr>
<td>2</td>
<td>Loan Shifts</td>
<td>12 Cases</td>
<td>12%</td>
</tr>
<tr>
<td>3</td>
<td>Loan Blends</td>
<td>25 Cases</td>
<td>25%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100 Cases</td>
<td>100%</td>
</tr>
</tbody>
</table>