CHAPTER I
INTRODUCTION

1.1 Background

Language is so important and something which we need everyday to communicate with the people because without a language we cannot communicate with the others. Language is also tool to connect one to another.

Kramsch (1998:3) expresses that “Language is the principle means whereby we conduct our social lives. When it is used in contexts of communication, it is bound up with culture in multiple and complex ways.”

Nowadays, many people use mobile phone to connect and share with others in their life and its become so important. Mobile phone is a tool of communication that makes our life easy, especially to connect with the people. The fact, if we want to use mobile phone easily we have to read the way to use in part of user guide. Using mobile phone, we can call someone or send a message fast. We can share the good, bad or something with the people in our life.

Related to communication in translation, Kade (in Wills: 65) says that the communicative study of translation, the most comprehensive approach, has proved to make possible a precise definition of aspects of research, using the subject of the research as a point of departure.
As means of communication, translation is a process of communication, to impart the knowledge of the original to the foreign language. Translation is so important to understand about something. Cartford, (in Wills: 66), says that translation is an operation performed on languages: a process of substituting a text in one language for a text in another. Clearly then, any theory of translation must draw upon a theory of language- a general linguistic theory.

Newmark (1981:7) defines that translation is an instrument of education as well as of truth precisely because it has to reach readers whose cultural and educational level is different from and often lower or earlier than that of the readers of the original.

In addition Nida (in Venuti 2000: 127) 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. Differences in translations can generally be accounted for by three basic factors in translating: 1) the nature of the message, 2) the purpose or purposes of the author, and 3) the type of audience.

Translation is a field of various procedures. To translate the translator may use the procedures that differs in importance according to the contextual factors of both the Source Language (SL) and the Target Language (TL).

Newmark (1998:81), differentiates between translation method and translation procedures. He writes that, translation method relate to whole text, and translation procedures are used for sentences and the smaller units of language.
Larson (1998:3) gives the meaning of translation that translation is basically a change of form. Translation also consists of studying of lexicon, grammatical structure, communication situation, and cultural context of the source language text. Larson (1998:15) divides translation into two types. The first one is form-based translation and the second one is meaning-based translation.

Vinay and Darbelnet (in Venuti 2000) “translation procedures are the basic technique of translation. According to them the procedures can be divided into two methods covering seven procedures, they are (i) direct translation, consist of borrowing, calque and literal translation, and (ii) oblique translation, consist of transposition, equivalent, modulation and adaptation.

Vinay and Darbelnet (in Venuti 2000) theory of translation procedures is relatively easy to understand. In this thesis I analyze the user guides with the theory of translation procedures by Vinay and Darbelnet’s to find out the direct translation procedures above are exist or not.

In this analysis, the example are profiles which translated into profil it is the example of borrowing procedures because the SL is transferred directly to the TL. The next example is inbox which translated into pesan masuk and settings which translated into pengaturan.

The two example above are examples of literal translation procedures because the direct transfer of source language text into a grammatically and idiomatically target text.
1.2 Problems of the Analysis

Based on the background above there are problems of the analysis which are discussed:

a. What kind of direct translation found in the target text?

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

1.3 Objectives of the Analysis

To answer the problems above the research questions is most important objective of this thesis. The researcher will try to find out the direct translation procedures.

The objectives of the analysis can be described as follows:

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

b. To find out the dominant types of the direct translation found in the target text.

1.4 Scope of the Analysis

In this thesis, I focus on analyzing the data from mobile phone Nokia 2600 user guide into bahasa Indonesia to find out the direct translation procedures suggested by Vinay and Darbelnet.

The data source is mobile phone book which collected from the book of user guide. The analysis the direct procedures in user guides to get the result the analysis related to procedures.
1.5 Significances of the Analysis

There are some significances of the analysis based on this thesis.

Firstly, this thesis can be used for readers especially the students of English Department to expand their knowledge about translation because translation is so important now.

Secondly, this thesis can be used by translator in practicing the translation and also as the reference in Foreign Language Teaching. This thesis also can be used to help someone who wants to know about translation and to analyze the kinds of translation.