CHAPTER I
INTRODUCTION

1.1 The Background of the Study

Nowadays, people do communication in their life. They use the language and understand their own environment. Sometimes, there are some words or phrases in their language that they use in their daily life which can not be understood by other people. For instance, the people who live in Jakarta know that “kereta” is a train (a lexical meaning). But in Medan, people understand that “kereta” means a motorcycle. This is means there are particular terms in the language which are used in their own environment and are only understood by the members of the community in question. Generally, the term is well known as a nonstandard language named slang (Adams, 2009: 48).

Hornby (2000) states that slang as very informal words and expression that are more common in spoken language, and are used for some particular purposes. Slang sometimes is used to distinguish the people to another. The example in the previous paragraph showed that slang is used to identify members of a group, between Medan people to Jakarta people. Teenagers use slang to create identity in order to be different from adults and Afro-American people use slang to distinguish them from white people. But nowadays, all people generally and especially in United States use slang in every part of their daily life. Slang can spread outside their original area, but also can lose in their area. Slang is usually used extensively in American TV, films, music, literature and in conversations among native English speakers.
Indonesian people do enjoy music, books and films which contain slang from other countries. Nowadays, it can be seen there are many translated novels are displayed in the books stores in Indonesia. Most of those books sometimes use literary language and slang. Patridge (1937) commented that the reason why non-standard language such slang words may be used by an author is simply to make character speak in a more realistic way. Non-standard language is incorrect not only from a grammatical point of view, but also from an ethical side. This condition puts non-standard language in contrast with standard language.

Schjoldager (2008) states that translating non-standard language such slang words is not a simple task. Even though the skilled translator has understood the original of the source text, the cultural background, and the social level, the problem of translation still remains of how to reproduce the different variety of English and how to transfer it to another language. Thus, it needs some strategies of translation in order to overcome these issues.

Translation itself has several definitions. According to Catford (1965) translation is “the replacement of textual material in one language (source language) to another language (target language).” Moreover, Baker (1988) defines that translation as an activity of transferring a text one language to another from but still keeps the equivalence and the relation between the source texts to target text.

In order to achieve the equivalence in translating slang words and phrases, the translators face several matters which do not only deal with the equivalence of the form in text, but also with some problems. There will be a lot of different words, phrases, and etc that do not have a very similar meaning in target language because of varieties of language communities. One of the varieties of language community is
slang. In some films or novels, the author use slang words which can not be recognized in by the reader of target language (Baker, 1992)

The matters of equivalence at word level and above word level such phrases often occur in translation. The problem occurred at word level has no direct equivalent words or phrases in target language. The common problems of non equivalence at this level are stuck at culture – specific concepts, the source language concept is not lexicalized in the target language, the complexity of source language word and etc. The strategies that commonly used in solving this problem are also given. For example:

“… “Derick-T’s new ride is tight” (SL)

“… “mobil baru Derick-T keren” (TL)

According to Merriam - Webster (2011) Tight means having elements close together. But according to 1990 Slang’s Dictionary (2006) tight means great, the best. The translator used cultural substitution where he reproduced the meaning of tight - great, the best- and translated into “keren”. “Keren” in Indonesia means good looking (for person), or very good in appearance (for things). This word is usually used by the Indonesians in showing a thing which is really good.

Based on Baker’s equivalence’s theory, the slang words and phrases in the novel “Akeelah and The Bee” will be analyzed in this thesis. The writer will analyze both words and phrases of the slang that appear in the novel of “Akeelah and The Bee”. The source language is English and the target language is Indonesian

This novel is entitled “Akeelah and the Bee” is a novel written by James W. Ellison which talks about a life of a little girl who joined a spelling bee competition, which has become the United States tradition more than one century. This novel is straightly based on the process of the Spelling competition. The novel is based on the
screenplay of the film entitled “Akeelah and the bee” that was written by Doug Atchison. This novel was published by Yayasan Obor Indonesia in 2007 (Ellison: 2007).

The explanation about slang and the strategies for equivalence at word level and above word level is the base of the writer’s interest in determining slang in connection to translation as the topic of this thesis. The reason why the writer decided to take slang as the matter of the analysis because slang many times occurs in conversations or similar communicative situations that most people easily recognize as soon as it is uttered. It means this matter has a close relation to the social life of the society. From a translation studies point of view, slang is interesting because of its connotations in its source culture. Slang seems to be connected to the culture in which it is created, so how slang words and expressions transferred into another language and culture will be discussed in this thesis.

In addition, the writer has found out that slang translation is quite rarely to be analyzed by any researcher in English Department University of Sumatera Utara. Those are the reasons why the writer chose ‘Equivalence Strategies in Translating Slang Words and Phrases in the “Akeelah and The Bee” By Sapardi Djoko Damono” as the title of this thesis.

1.2 Problem of the Study

The problems of this analysis are:

1. How are the slang words in the novel “Akeelah and the Bee” translated into Bahasa Indonesia?

2. How are the slang phrases in the novel “Akeelah and the Bee” translated into Bahasa Indonesia?
3. What are the strategies used in translating the slang words into Bahasa Indonesia?

4. What are the strategies used in translating the slang phrases into Bahasa Indonesia?

1.3 Objectives of the Study

The objectives of the analysis in this thesis are concern with the problem of the analysis. They are:

1. To figure out the most dominant strategies used in translating slang words the novel “Akeelah and The Bee”.

2. To figure out the most dominant strategies used in translating slang phrases the novel “Akeelah and The Bee”.

3. To analyze the strategies which were used in translating slang words in the novel “Akeelah and The bee”.

4. To analyze the strategies which were used in translating slang phrases in the novel “Akeelah and The bee”.

1.4 Scope of the Study

In order to make a clear and systemic analysis, the writer will limit the matters discussed in this thesis. The analysis will focus on the strategies used in translating slang. The writer will analyze the slang formed only in words and phrases used in the novel of “Akeelah and The Bee”.
1.5 **Significances of The Study**

This analysis has several significances involve theoretical and practical significances. The significance of this research may include:

1. Theoretically, the writer hopes that this research can give contribution in developing of the knowledge in translation study.

2. Practically, the result of this research can give useful addition information for lecturers, especially in teaching translation of message equivalence. For the students, the result of this research can be used as additional knowledge to improve their knowledge and ability of the translation, especially in message equivalence of translation with regard to in the strategies in translating slang.