CHAPTER I

1.1 BACKGROUND OF STUDY

Many people think that translation is not easy to do, because in translation there are many processes and methods. Today translation has become very significant in our daily life, not only in paperwork, documents, but also in household products, and the instruction manual for a vacuum cleaner. Translation is very important in order to understand message or knowledge found in the source language. Translation has many methods. So, in translating the translator may uses procedures that differ in importance according to contextual factors of both of the source language (SL) and target language (TL).

Newmark (as quoted by Machali 1998:1) defines translation as a craft consisting in the attempt to replace a written message and statement in one language by that same message and statement in another language. Nida (1969:12) states that translation consists in reproducing in the receptor language that natural equivalent of the source language message, first in term of meaning and second in term of style.

Translation has many procedures or methods. So, in translating the translator may uses procedures that differ in importance according to contextual factors of both of the source language and target language. Newmark (1988:81) mentions the difference between translation method and translation procedures. He writes that, while translation methods relate to whole texts, translation procedures are used for sentences and the smaller unit of language.

In contrast to translation strategies (the translators’ global approach or plan of action on a given text, according to their intention), translation procedures are used for sentences and smaller units of language within that text. Translation procedures are methods applied by translators when they formulate an equivalence for the purpose of transferring elements of meaning from the Source Text (ST) to the Target Text (TT).

Vinay and Darbelnet in Venuti (2000: 84-93) mention that the method of translation can be divided into two covering procedures, they are (a) literal or direct translation; consists of Borrowing, Calque, and Literal translation, and (b) oblique translation; consists of Transposition, Equivalent, Modulation and Adaption.
Literal or direct translation procedures are used when structural and conceptual elements of the source language can be transposed into the target language. Sentences have literal meanings. The literal meaning of a sentence is entirely determined by the meanings of its component words (or morphemes) and the syntactical rules according to which these elements are combined. A sentence may have more than one literal meaning (ambiguity) or its literal meaning may be defective or uninterpretable (nonsense).

Direct or literal translation “is the direct transfer of a SL text into a grammatically and idiomatically appropriate TL text in which the translator’s task is limited to observing the adherence to the linguistic servitudes of the TL” (Venuti 86). This naturally means that the translator has to operate within certain limits and is not free to appropriate the language to suit his/her ends. When does a direct translation fail? According to Vinay and Darbelnet it fails hen the TL translation fails to convey anything meaningful for various reasons. It might not have the exact structural equivalent or might not have a corresponding expression. Idioms are the best examples of this. “It is raining cats and dogs” in English cannot be translated literally into Hindi or most Indian languages, for that matter.

In cases like these the translator will have to resort to oblique translation. Here the translator has to fall back on “identity of situations” or aim for an approximately accurate replication of the impact of the SL text. Vinay and Darbelnet are of the vie that the translator has to keep in mind the totality of the message that is to be communicated and exercise her/his judgement in the method of translation. A translator might sometimes choose to borrow a certain expression or saying from one language. This results in hat is termed in linguistics as calque, or a literal, word-for-word translation. However, Vinay and Darbelnet caution: “But the responbility of introducing such calques into a perfectly organized language should not fall upon the shoulders of translators: only writers can take such liberties, and they alone should take credit or blame for success or failure”. (“A Methodology for Translation”,90). Ultimately, they point out, it is the message alone that can help us to judge if the translation has attained equivalence.

Literal or direct translation procedures are used when structural and conceptual elements of the source language can be transposed into the target language. Literal translation refers to a translation technique that can be used when the languages involved
share parallel structures and concepts; not to a translation made word for word: Literal translation carries the imprint of the original. This technique is used when it is possible to transpose the source language (SL) message element into the target language (TL) and obtain a text that is idiomatic. For example, all the geese which is translated into semua angsa, it is example of literal translation procedure because the direct transfer of source language text into a grammatically and idiomatically target text.

Oblique translation procedures are 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. This strategy can also be found within a language, ‘I give him a kiss’ is semantically no difference from ‘I kiss him’ though the word ‘kiss’ is changed from a noun into a verb. According to Vinay and Darbelnet, the first expression can be called the base expression, while the converted form of ‘kiss’ as a verb is called the transposed expression. As a result of the divergence of language systems between SL and TT, this strategy to altering words without semantic change is undertaken probably most common and even sometime necessarily by translators. From a stylistic point of view these words are of different value in TL, and translators will face the possibility of changing the genre of the translation text. For the example, crocodiles and cranes which are translated into buaya dan burung bangau, it is the example of transposition, because replacing one word class with another changing the meaning of the message.

Learning in a different language, we saw the importance of translation. On a serious note, translation is one of the most critical jobs in modern society. As the whole globe is coming together based on information sharing and communicative advances, it is only natural that there has been a constant demand and an unprecedented need for translation of ideas from one language to another. Translation plays a vital role in the performance of international companies and governments alike. Translation is no longer just the process the translating words, but has evolved into the transformation of meaning and intentions. In other words, the translation help us very much for studying as read a book, newspaper by a different language.

Nowadays, many people are doing translation, for example translating kid’s story book such as the tale tellers. In some cases, some tale books are written in two languages
such as in Bahasa Indonesia and English. It happens in order to make people understand or follow the story especially for those who cannot understand English. Besides that the translator wants the message in the Source Language (English) can be transferred clearly in Target Language (Bahasa Indonesia). So, there is no communication in transferring the message. Through a mixture of storytelling and theatre, The Tale Teller creates entertaining and interactive story shows in English for all ages. The language used in this book is not very difficult to understand.

The Tale Teller is a narrative that relates the details of some real or imaginary event, incident, or case; story. The language used in this book is not very difficult to understand. However, the translator should match the meaning of words from Source Language to the Target Language, because there are many differences in meaning of a word of culture between the Source Language and the Target Language.

Like most of art’s types, the distinctive feature of a story is different, depending on the author. The writer choose The Grouchy Giant because the story implies a moral or profound meaning. This book inclines not too complex if it is compared with a novel. Usually tale teller has the total of a limited character, and includes the short of period of time. Tale teller shows us something that is universal by remaining the variety. The Grouchy Giant also shows clumsiness in the structure and plianey in the expression and puts forward one of the cultural aspects.

After reading Vinay and Darbelnet’s translation theory and tale teller book that are written in bilingual, the sources of data in writing this thesis, the writer is interested in analyzing and finding the translation procedures found in tale teller book to see whether the translation of tale teller book applied Vinay and Darbelnet’s theory of translation procedures mentioned above or not.

1.2 PROBLEMS OF THE STUDY

Based on the background above, the writer has some problem to discuss, they are:

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

b. What are the most dominant of translation procedures found in the target text?
1.3 OBJECTIVE OF THE STUDY

The objectives of the analysis as the answers of the problems above can be described as follows:

a. to find out the classification of translation procedures found in the target text.

b. to find out the dominant of translation procedures found in the target text.

1.4 SCOPE OF THE STUDY

In translation there are many aspects that can be discussed, such as translation equivalent, translation shift, and translation procedures. But in this thesis, the writer focuses on analyzing characteristics of Literal and Oblique translation found in tale teller’s book (The Grouchy Giant) by using some text book to get the most dominant translation procedure.

1.5 SIGNIFICANCE OF THE STUDY

There are theoretical and practical significances of the analysis that can be taken from this thesis. Theoretically, this thesis can be used for readers especially 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 as the reference in Foreign Language Teaching.