CHAPTER I

INTRODUCTION

1.1 The Background of the Study

Indonesia is the world's largest island country located in Southeast Asia, and consists of more than 18,000 islands which has the largest population of indigenous peoples in Southeast Asia with a wide diversity of about 300 ethnic tribes. One of the tribes is Batak tribe originates from North Sumatera province which is devided into 5 sub-tribes, i.e., Batak Toba, Karo, Simalungun, Pak-Pak, and Mandailing. Most Batak Toba people live surrounding Lake Toba, the widest and most beautiful volcanic lake in the world. Batak Toba tribe has various unique arts, such as, tor-tor dance, gondang musical instrument, and ulos cloth. In addition, there are so many artificial cultural materials, like ruma bolon, tunggal panaluan stick, solu bolon, and many more which characterize the Batak Toba tribe.

Those cultural strengths of Batak Toba tribe should be promoted internationally as Indonesian heritage because it can function as a main resource of tourism development for Indonesia, especially for North Sumatera province. Promoting them is not only the responsibility of the Ministery of Culture and Tourism of North Sumatera but also the responsibility of private sectors, particularly tourism industry.

Inside Sumatera: Tourism and Life Style magazine, one of monthly tourism and life style magazines in North Sumatera, has done its best on this matter. It is a monthly magazine and sold through some corporations such as restaurants, travel agencies, hotels, aeroplane industries, like Garuda aeroplane, and others.
The trademark of *Inside Sumatera: Tourism and Life Style* was transformed to a new brand called *Sumatera & Beyond: Tourism and Life Style* in May, 2012 in an effort to enlarge its readership at national level. Now, its content is not only about Sumatera’s tourism and life style but also about other islands in Indonesia concerning about travelling, tourism object destinations, cultures, traditions, histories, culinaries, hobbies, society, flora, fauna, etc. It also contains some important advertisements on hotel, restaurant, food, and flights.

Most of the information sections, like cultures, traditions, histories and tourism object destinations, are written in bilingual language, Indonesian and English, in order to give a better understanding to its readerships, particularly for the foreign travellers. A lot of articles about *Batak Toba* dealing with its tourism object and life style have been well written in bilingual.

Automatically, translation becomes an essential aspect for this mass media because it is about transferring the *Batak Toba* cultural terms; words and phrases as the source language (SL) to English as the target language (TL). The quality of its translation product must be a main priority to keep it accurate, acceptable, and readable in English without missing the real meaning of the source text (ST).

Translating cultural terms is not as easy as other fields of translation. It is a difficult work which probably would result in an awkward product in the TL culture, unless more carefulness is paid on the semantic and pragmatic aspects especially in applying the equivalent target text items for the replacement of the ST items. Larson (1984:431) states that language is a part of culture, therefore, translation from one language to another cannot be done adequately without knowledge of the two cultures as well as the two language structures. Vermeer (in Snell-Hornby, 1988:42) gives his own perception on culture i.e. the concept of
culture as a totally of knowledge, proficiency, and perception is fundamental in our approach of translation. If a language is an integral part of culture, translator needs not only proficiency in two languages, but he must also be at home in the two cultures. In other words he must be bilingual and bicultural.

Michael Hanne says in his article *Metaphors for the Translator* (in Susan Bassnett and Peter Bush, 2006:209) that yet the translator occurs, indeed communication between people of different cultures would be even more fraught with difficulty than it is if we did not undertake translations. When a translator comes to a problem of deciding a right word in TL and he finds hard to replace it, he is in a matter of untranslatability. It means no specific words can replace cultural terms in other languages. It is because there is no similar word in representing a certain thing in TL. For example, in the *Batak Toba* term, *andung-andung* has no similar meaning in English. In translating it, a translator should use a description technique to convey its meaning by saying *a song sung to accompany crying in Batak culture*. It is clear that translation is not about word for word translation but it is about meaning based translation.

Furthermore, the act of translation a text, i.e. words, phrases, clauses or sentences, deals with shifts occurrence because of the matter of systemic differences between ST and TT languages. Shifts in translation are known as those changes which occur or may occur in a process of translation. They can not be avoided but understood as acceptable phenomenon. For instance, *huta Batak* is translated to *Batak village* by structure shifts. The head of the phrase is *huta*. The modifier, *Batak*, is placed differently because of the different systemic structure between them.
Based on the problems above, the writer is very interested in analyzing the translation techniques and shifts applied in translating *Batak Toba* cultural terms to English. As Sarah Kate Michel, the translator of *Inside Sumatera: Tourism and Life Style*, is a native speaker, she must be quite unfamiliar with *Batak Toba* tribe, particularly the tradition and life style issues which deal with the *Batak Toba* cultural terms in them. Although she has been translating for nearly 10 years now as a freelance translator and proof-reader for numerous companies including American Express, Extrip.org Lovely Holidays, SOS Orang-utan, Expedition Jungle and Samsung, it is sure that this job is still hard for her because the *Batak Toba* culture terms deal with sensitive meanings. How she did her job to produce an equivalent translation naturally by using some translation techniques and shifts are analyzed in the following chapter. In addition, according to the owner of this publisher, Mr. Tikwan Raya, the research about this issue has never been conducted by any other researchers before.

This study is conducted by focusing on viewing the application of frequently translation techniques and shifts of *Batak Toba* cultural terms; words, phrases and expressions. Because of the lack of *Batak Toba* articles in *Sumatera and Beyond: Tourism and Life Style* magazine, 6 articles of *Inside Sumatera: Tourism and Life Style* magazine, published in 2011 and 2012 are chosen to be the representatives of the data sources in this study.

1.2 The Scope of the Study

This study is focused on the analyzing of translation techniques and shifts of *Batak Toba* cultural terms taken from 6 articles of *Inside Sumatera: Tourism and Life Style* magazine, vol. 75, 80, 81, 83, and 85 published in 2011 and 2012.
1.3 The Problems of the Study

There are 3 problems discussed in this study, namely:

1. What categories of cultural terms of *Batak Toba* tribe are found in the ST?
2. How are the translation techniques applied in the translation?
3. What shifts take place in the translation?

1.4 The Objectives of Study

Some objectives of the study are:

1. To find out the categories of *Batak Toba* cultural terms in the ST.
2. To describe the translation techniques applied in the translation.
3. To analyze the shifts which take place in the translation.

1.5 The Significances of the Study

This study is expected to give theoretical and practical input to translation as a product and as a process, especially within the translation techniques and shifts from SL to TL.

1. Theoretically, the results are expected to be worth information to enhance the translation theories especially in translation techniques and shifts.
2. Practically, the results are expected to be an informative feedback to the magazine publisher since this magazine is read not only by Indonesian people but also by foreigners.
3. This study is also intended to be used as a reference in translation studies.

1.6 The Clarification of the Technical Terms

Some technical terms which are referred to this study are clarified as follows:
1. **Translation** is the process of transferring the meaning from SL to TL. It denotes reproducing a closest natural equivalent of the ST message, first in terms of meaning and secondly in terms of style in the TL.

2. **Cultural terms** refer to those expressions ranging from words, phrases, and noun-groups used to express the ideas or specialized concepts that are typical in certain language culture. They are embedded in cultural features.

3. **Cultural Category** refers to the five cultural categories proposed by Newmark, which consists of: 
   - *first*, ecology (that is divided into several sub-categories such as: the flora, fauna, winds, plains, hills and so forth);
   - *second*, material culture (that is divided into several sub-categories such as: food, clothes, houses, towns, and transport and so forth);
   - *third*, social culture (that is divided into several sub-categories such as: work and leisure and so forth);
   - *fourth*, organizations, customs, activities, procedures, and concepts (that is divided into several sub-categories such as: political, social, legal, religious, artistic term, and so forth);
   - *fifth*, gestures and habits.

4. **Text** is a sequence of two or more words arranged in a grammatical construction and acting as a unit in a sentence. It is defined as “the wording of something written or printed, the actual words, phrases, and sentences as written” to the actual or written words, phrases, and sentences. In translation, it denotes the realization of a discourse which involves imaginary, hidden interaction between writer and reader in the mind of the translator, where the natural unity of speaker and listener in oral interaction is replaced by the real-world separateness in space and time of writer and reader.
5. **Context** is a specified phenomenon or object (such as a text) that are usually to be referred in determining the meaning of the phenomenon or object. It is regarded as the circumstances relevant to the discourse under consideration.

6. **Translation Technique** is the local or specific approach a translator applies in the translation of the individual expressions in the ST, such as words, phrases and expressions, grammatical constructions, idioms etc. It is applied to execute the global approach on the formulation of equivalence for the purpose of transferring elements of meaning from the SL to the TL.

7. **Shift** is a linguistic term used when there is a change in forming the sentence in TL in transferring the meaning of SL. Shift occurs in the process of translation from SL to TL.

8. **Magazine** is a printed media which contains of various informations, such as politic, economy, entertainment, hotel, and etc. It can be published weekly or monthly depended on the necessity.

9. **Inside Sumatera: Tourism and Life Style** is the name of magazine from which the data of Batak Toba cultural terms are taken and analyzed in this study.