CHAPTER I

INTRODUCTION

1.1 Background of the Study.

"It will serve to demonstrate, that the art of translation is of more dignity and importance than has generally been imagined."

-Sir Alexander Fraser Tytler

Generally, translation is a process of rendering meaning, ideas, or messages of a text from one language to other language. There are some considerations, which follow this process, which mainly related to the accuracy, clarity and naturalness of the meaning, ideas, or messages of the translation. It means that it is an important thing to consider whether the readers of the target text accept equivalent information as the readers of the source text do. These considerations are clarified in some definitions of translation stated by some qualified figures in this field.

One of the most prominent definitions of translation is stated by Newmark (1988: 5) who defines translation as “rendering the meaning of a text into another language in the way that the author intended the text”. This definition stresses on rendering meaning of the source language text into the target language text as what is intended by the author.

Hatim and Munday (2004: 6) define translation as “the process of transferring a written text from source language (SL) to target language (TL)”. In this definition, they do not explicitly express that the object being transferred is meaning or message. Otherwise, Hatim and Munda more emphasize to the exact form of both of languages which are going to be translated.

Nida and Taber (1982: 12), on the other hand, state, “Translating consists of some steps in reproducing words to the receptor language with the closest natural equivalent of the source language message”. This definition is more comprehensive than the previous ones. Nida and Taber explicitly state that translation is closely related to the problems of languages, meaning, and equivalence.
Newmark (1991: 27) sees the act of translating very briefly. It is the act of transferring meaning of a stretch or a unit of language, the whole or a part, from one language to another.

From the definitions mentioned above, it is found that translation is a process which is intended to find meaning equivalence in the target text. Machali (2001) and Baker (1992) underline the term meaning equivalence because it is the meaning, which is transferred in the target language. In this case, translators are faced with text as unit of meaning in the form of sets of words or sentences.

In order to achieve the equivalence in translating slang words and phrases, the translators face several matters that 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 other linguistics units 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 cannot 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 at the level of word, phrase, and other units. The strategies that commonly used in solving this problem are also given. One of simple example, for this matter could be seen in lines below:

- Source Language (English): This hearing loss may be accompanied by tinnitus (ringing in the ears).
- Target Language (Bahasa Indonesia): Pada kasus ini juga terjadi hilang pendengaran yang disertai dengan tinnitus (dengung di telinga).

This example pictures that translation is not only about the knowing two or more languages but it is also about the ability of the translator to transfer the meaning precisely by still preserving the naturality of grammatical structure toward Target Language. The matter of transferring meaning precisely involves a wide knowledge of the translator to understand the
both sides of talking topic in the case. As previously displayed in that example, the current topic which is being talked is about healthy. “Tinnitus” is a technical term in medical field and translator should know what the word means before translating it into Bahasa Indonesia. In this condition, the translator of those lines chose to preserve the exact form of “tinnitus” in Target Language as written in Source Language since he knows that he could not find the equivalent meaning of “tinnitus” in Bahasa Indonesia. He also deems that it would be better to keep the form of that word since it is a very technical term hence the readers of that translation would easily figure out the meaning.

One case above has proven that translation matter is not an easy issue. In producing a good and precise translation result, a translator should be bicultural and bilingual. The ability of the translator of understanding more than two cultures would ease him to find the nearest meaning of a word. However bilingual and bicultural should also be completed adequate knowledge of translation studies.

Translation studies provide any sides of knowledge that can be used in cracking all problems related to translation matters. All the translators need to do is learning all procedures, all methods, principles, procedures, and other things that are contained in the house of translation and then using that special ability to transfer meanings of words precisely. As seen in that example that has been discussed before, the translator used some common translation procedures in transferring meaning in order to preserve the semantical and grammatical form of the words.

The explanation about vital roles of translation theories in solving all problems involved meanings transferring matters has invited many people to do a scientific research about the way of translators in solving the matter and finding the nearest meanings of transferred words. The analysis about the translators’ ways in finding the nearest meanings could show the mind mapping of the translator in understanding translation theories.

In this current study, the analysis would more focus on the procedures used by the translator in transferring meanings from Source Language into Target Language. Procedures of translations are seen as an interesting topic since every translator has a different mind in doing a translation. The different ways of translating words among the translators caused by a different mind mapping based on the theory on which the translator relies. The different procedures of translation are also based on the miscellaneous topic fields that are going to be transferred. It is
commonly known that translating common texts are much different than translating a very specific scientific field.

On this occasion the analysis of this thesis would focus on the translation matter found in user’s guide of mobile phone named Sony Ericsson W150i. This topic is chosen based on the consideration that user’s guide of mobile phone produced and packaged from other countries and exported to Indonesia is also composed in English. To fulfill Indonesian people’s needs that insist for the user’s guide written in Bahasa Indonesia then the company that produced that mobile phone always attaches the English user’s guide with Bahasa Indonesia user’s guide. This step is taken in order to help Indonesian buyers to completely understand all guidance contained in user’s guidebooks. Based on this case, it would be interesting to analyze the procedures of translation used by the mobile phone company in translating every word in that user’s guidebook into good Bahasa Indonesia.

In addition, user’s guide has been chosen as the object of analysis since user’s guidebook contains many technical words related to the Information Technology hence this user’s guidebook is considered as the representation of technical terms commonly used in the field of Information Technology. By knowing the technical terms commonly used in Information Technology field, it hopefully enriches the knowledge of readers about the technical terms in that very specific field and also adds a new knowledge about procedures in translating very specific words in that field.

1.2 Problems of the Study.

The elaboration and explanation of the theory of procedures of translation would be centered on the questions below:

1. What kind of translation procedures used in translating Information Technology (IT) Terms in Sony Ericsson W150i user’s guidebook from English into Bahasa Indonesia?
2. What is the dominant technique in translating Sony Ericsson W150i user’s guidebook from English into Bahasa Indonesia?

1.3 Objective of the Study.

The objectives of this analysis could be drawn as stated below:
1. To find out kinds of translation procedures used in translating Information Technology (IT) words in Sony Ericsson W150i user’s guidebook from English into Bahasa Indonesia.

2. To find out the dominant procedures in translating Sony Ericsson W150i user’s guidebook from English into Bahasa Indonesia.

1.4 Scope of the Study.

In order to make this analysis become more scientific and more focused, this analysis is conducted with some limitations that makes the elaboration straightly focus on the problems and the prior solutions toward the problems.

There are two scopes that are appeared in this analysis. First, this analysis would focus on the translation procedures that occur at the level of words and phrase of Information Technology (IT) technical terms. It would be important to notice that the analysis only occurs at the level of words and phrases and does not involve any linguistics units such as clause, syllables, and others because the IT Terms found in the Sony Ericsson w150i’s User guidebook only accours in such level. Second, this analysis is based on the theory of translation procedures from Vinay and Darbelnet (2000:99) to coordinate the data from SL to TL. Vinay proposes Seven procedures in doing a translation from Source Language and Target Language. Those are literal translation, borrowing(mix loanwords), borrowing(loan blends), borrowing(pure loanwords), Calque, equivalence, modulation, and deletion.

1.5 Significances of the Study.

This analysis hopefully could give worth significances where:

1. This analysis could enrich scientific research related to the analysis of translation matter.

2. This analysis could give some information about technical terms that could be found in Information Technology field and the way to translate it from English to Bahasa Indonesia.

3. This analysis practically could be used by anyone interested in translation field and use it as one of his expertise in professional life.