CHAPTER I

INTRODUCTION

1.1 Background of the Study

Translation is a solution in understanding the books or other materials or even the conferences as the supporting sources for the development of technology and science which are very important for all the people in the world. Many books and materials about technology and science are published; therefore it should be learned and understood by the people. So that the meetings or conferences held in order to share the development of technology and science among the countries in the world. However, many of those books and materials are published in foreign language, and, many meetings or conference use foreign language which cannot be understood by the people who do not use that language as the means of communication in their daily life. Therefore, it is the role of translation to translate those books or materials and the conferences into the language which can be understood by the readers or participants, in this case is the Indonesian people with Bahasa Indonesia as the national language.

Nowadays, many books are translated into Bahasa Indonesia, such as textbook, articles, novels, etc. so it is possible for the people absorb all of modern technology and information without mastering foreign language. The work of translation is very important. As a mean of communication, translation is not only to convey information for every branch of knowledge but is also used for multilingual notices; for exporting companies, for official documents, such as contracts, reports,
papers, and articles. Translation is also used for learning foreign language and transmits the culture.

Translation is an activity in which the concept of meaning in one language is transferred to another. It plays an important role as there are many translation products in everyday life. As translation is a dual act of communicating; then it presupposes the existence of not a single language but at least two different languages, the source language (SL) and the target language (TL) and it requires a sophisticated knowledge of both the source language and the target language. The purpose of translation is to transfer the concept of meaning of the SL into the TL text which is done by going from the form of the SL to the form of the TL by ways of semantic structure.

Every language in the world has its own characteristics. Therefore, when the source language and the target language are widely different in structure and cultural background, there cannot be an exact equivalent transfer of the source language into the target language. To overcome the differences in characteristics of these languages, translators are required to understand the structure of both the source and target languages. It can be said that translation is a complicated process encompassing both linguistic and non-linguistic problems. One aspect of the linguistic problems to be mastered by a translator is the structure, meaning the sequence of linguistic units that have relationship to each other. A translator who translates English text into Indonesian has to be competent in mastering both English and Indonesian language structure. It will make them capable in grasping the meaning embedded in the text accurately, and will allow them to transfer the same
meaning correctly and appropriately using the suitable structure in the target language.

Figurative language has been widely examined by linguist in the study of literature in recent years. It is because figurative language has the essence of style and beauty. Figurative language often provides a more effective means of saying what we mean than direct statement. In the specific sense, figurative language may take the form of figures of speech.

Figurative language is used in any form of communication, such as in daily conversation, newspaper’s articles, advertisements, novels, poems, etc. The effectiveness of figurative language can be described in four main reasons, Perrine (1982 : 33), first, figurative language affords readers imaginative pleasure of literary works. Second, it is a way of bringing an additional imagery into a verse, making an abstract to be a concrete, making literary works to be more sensuous. The third, figurative is a way of adding emotional intensity to otherwise merely informative statements and conveying attitudes along with information. At last, it is a way of saying something much in brief compass. She divides figurative language into seven types, namely metaphor, simile, personification, metonymy, paradox, overstatement, understatement, irony and illusion.

An Indonesian linguist, Muliono (1989 : 37) divides majas or gaya bahasa figures of speech) into three categories. They are majas kiasan or perumpamaan/perbandingan (analogy/comparison) which consists of simile, metaphor and personification, majas pertentangan (contradiction), which consists of hyperbole, litotes and irony and majas pertautan (association) which consists of
metonymy, synecdoche and euphemism. Metaphor and simile are the two figures of speech which are commonly thought to be similar, while they are actually different.

Personification is a literary device in which human attributes and qualities are given to nonhuman or inanimate objects. For example, “Across the Seine River stood the familiar Palais de Chaillot and the Trocadero Gardens, but he was unaware of them.” In this sentence, the Palais de Chaillot and the Trocadero Gardens are personified, being given the ability to stand and show its strength like a human. The reader understands this to mean that the buildings were built across the river. By using personification and giving the building human-like attributes, the sentence resonates more with the reader, offering a better image of what is happening. Writers use personification to help to establish mood and to build imagery in a piece of writing. What personification does best is that it connects a reader with the object that is being described. It is human nature to anthropomorphize and also give inanimate objects human characteristics in order to make them more relatable. In the previous example, when the flood groaned under the weight of the table, the reader can immediately recall a time in their life when they had to carry a heavy object, letting them feel and be more connected with the burden that the floor was carrying.

A metaphor is the expression of an understanding of one concept in terms of another concept, where there is similarity or correlation between the two. It is the understanding itself of one concept in terms of another. Metaphor compares two unlike things the verb “to be”. The simplest form of it is the first person as a second subject.

For example, “I’m glad he’s a gentlemen and not a wolf”. “He” as the third person is compared with “wolf” as the second subject. The comparison is direct,
without using words “like” or ‘as’. In this metaphor, the writer used the word ‘wolf’ to make a picture of a rude man whose attitude is similar with wolf that usually live in a jungle, knows no rules and manners in its life.

Metaphors are commonly used in everyday communication. Even a child can understand the meaning of a metaphor easily. But these ordinary things are considered as a kind of ghost for linguists because it becomes a mystery to explain the meaning of it. Linguistics could explain the literal meaning, but the figurative meaning in the metaphor is really hard to explain. Metaphors also become a very important part in language experience. Almost all word, either have lexical meaning or un-lexical meaning can be used metaphorically as well. Even the metaphorical meaning can take over, so the word is well known by the metaphorical meaning rather than the lexical meaning. The word or phrase that initially a metaphorical meaning take over into a new lexical meaning.

The main focus of this study is to analyze the procedures used in translating personification and metaphoric expressions found in the Are You Afraid of Dark”, by Sydney Sheldon which is translated into “Apakah Kau Takut Gelap” by Gita Yuliani Koesbaroto and to find what is the dominant method applied in translating the two of figurative language. This novel was chosen as the data source because it was one of the bestselling novels of Sydney Sheldon and it had a lot of figurative languages, including personification and metaphor which were the emphasis of this study.
1.2 Problem of the Study

The problems need to be analyzed in this study are as follows:

1. What are translation methods used in translating personification and metaphor in the novel “Are You Afraid of Dark” by Sydney Sheldon and its translations “Apakah Kau Takut Gelap”

2. What is the most dominant method used in translating personification and metaphor in the novel “Are You Afraid of Dark” by Sydney Sheldon and its translations “Apakah Kau Takut Gelap”

1.3 Objective of the Study

In refers to the problems of the study, the objectives of this research become:

1. To identify the methods applied in translating personification and metaphor found in the novel “Are You Afraid of Dark” by Sydney Sheldon and its translations “Apakah Kau Takut Gelap”

2. To identify the dominant method applied in the translating personification and metaphor in the novel “Are You Afraid of Dark” by Sydney Sheldon and its translations “Apakah Kau Takut Gelap.”

1.4 Scope of the Study

This study is restricted to the analysis of the methods applied in translating personification and metaphor, then finding out the dominant method applied in the translating personification and metaphors in the novel “Are You Afraid of Dark”, by Sydney Sheldon which was translated into “Apakah Kau Takut Gelap” by Gita Yuliani Koesbaroto.”
1.5 Significance of the Study

The significances expected by the writer are:

1. This thesis will give the accurate information about translation, personification and metaphor.

2. This study will be useful and can inspire those who are eager to learn or do to do similar research relate with the translation of personification and metaphor.