CHAPTER I

INTRODUCTION

1.1 Background of the Study

Naturally, as social creature, people need to communicate with others to fulfill their wants to establish rules and maintain their culture by using language. Also, language is used to express thoughts, ideas, and emotions. Hornby (2005:862) gave a definition that language is the system of communication in speech and writing that is used by people of a particular country or area.

As the system of thoughts, language can express the idea by written and spoken. By the written language, people immortalize their thoughts. When written language was found, people keep their idea and knowledge in a written text. Many written texts are inspiring and adding knowledge of the readers. Historically, the development of knowledge is influenced by ideas that presented in books. There, translation helps people in spreading and developing knowledge.

As Munday (2001:23) says, “Throughout history, written and spoken translations have played a crucial role in interhuman communication, not least in providing access to important texts for scholarship and religious purposes.” Not only them, literature works also developed in translation. It is provided that many novels, poetries, and dramas are translated into many languages.

To define what translation is, House in Manfredi (2008:20) explains, “Translation is thought of as a text which is a “representation” or “reproduction” of an original one produced in another language.” From this definition, translation can be seen in two perspectives. The first is a process in turning the
source text to target text and the second one is producing a text in another
language.”

The process in turning the source text to target language is not a simple
matter because every language has a system that is different from other
languages. Translation is changing the text in source language into target
language equivalently. The word “equivalently” means that translation is not only
transferring the language, but it is also expressing the actual meaning to target
language. Newmark (1988:5) defines translation as “rendering the meaning of a
text into another language in the way that the author intended the text.” Based on
this definition, Newmark emphasizes that meaning is important point in
translation.

The meaning that is translated has to be suitable with author intended.
Equivalence is a problem in translation process because cultural word that is
owned in a language not belongs to all languages.

In other words, translation can be defined as understanding the source text to
make the reader understand it in target text because the translator is the mediator
in communicating the idea that author delivered. Translation could not be
separated with language and language has tight relationship with culture because
language is culture product and translation is intercultural activity. The transfer
of message is transfer of culture. Generally, culture can be understood as the
ideas, customs, and social behaviour of a particular people or society.

Translation has main roles in transferring cultural concepts between two or
more languages. It plays an important role of crossing through different cultures
and communication. Therefore translation is one of the essential, fundamental,
and adequate ways in transferring culture, but there are some barriers such as
cultural words. The variety of languages with different cultures and necessity of communications in human life caused translation to be a very effective factor in communicating, exchanging cultures, and knowledge.

Newmark (1988:95) defined culture as "the way of life and its manifestations that are peculiar to a community that uses a particular language as its means of expression", thus acknowledging that each language group has its own culturally specific features. He also introduced ‘Cultural word' which the readership is unlikely to understand and the translation strategies for this kind of concept depend on the particular text-type, requirements of the readership and client and importance of the cultural word in the text. Newmark also categorized the cultural words as follows:

1) Ecology: flora, fauna, hills, winds, plains

2) Material Culture: food, clothes, houses and towns, transport, and artifact

3) Social Culture: work and leisure

4) Organizations Customs, Activities, Procedures, Concepts: political and administrative, religious, and artistic.

5) Gestures and Habits: contextual factors for translation process which include: the purpose of text, motivation and cultural, technical and linguistic level of readership.

A certain society has own language. They also have their own lifestyle, attitudes, behavior and perceptions which are expressed by their language. Although communication between members of different cultures is possible
because of human’s ability to adjust to new modes of behavior, it could be a difficulty in finding the equivalence of the cultural terms from one society to another.

The terms that including in cultural word in source language might not known or understood in target language, beside those words have various meaning and the translator has to choose the meaning. In this case, sometimes, the translator understands what author intended in the source text but they could not express it in target language.

For instance, the material word, like traditional food that is owned by a country is not belongs to other countries. It can be seen in following sentence:

Source text: *Daripada rendang dan kari, Saskia memilih pasta dan steak*, as shown in Basuki (2001: 73).

Target text: In other words, Saskia was saying she’d rather eat pasta or steak than *rendang*, a spicy beef dish from Sumatera or a local curry, as stated in Ince (2006:86).

Those sentences show that target language does not have this kind of food. *rendang* and *kari* are translated into *rendang*, a spicy beef dish from Sumatera or a local curry. Then, the word steak and pasta which are borrowed from target language is not needed to translate.

Another sentence shows how the social culture, like religious rite translated is.

Target text: Following her advice, my parents host a selamatan, or gathering and guests to offer prayers to Allah as found in Ince(2006:163).

Culturally, target language does not have this kind of cultural word. To make reader understand what the author deliver is, the translator translates *pengajian* into selamatan, or gathering and guests to offer prayers to Allah.

Another example:

Source text: *Ia menikah lima tahun yang lalu, dengan Mbak Sri, seorang penjual jamu keliling*, as found in Basuki (2001:142).

Target text: Five years ago, he had married Mbak Sri, a travelling peddler of jamu, Indonesian traditional herbal medicine, as stated in Ince: (2006: 166).

In source text, there is found a culture product that is jamu. The society in other countries might be did not know this kind of Indonesian traditional medicine. In this case, the translator should know the appropriate words for the cultural adjustment to the cultural words.

By looking at those examples, culture words are important thing to learn in translating. The translator has to understand the source culture and target culture well. Without this understanding, could arise the misunderstanding between the author and the reader. As explain above, translator is a mediator between them. As a mediator, the translator has to deliver the message that
delivered by author, but in other side existence of culture that influences the source languages could become a barrier in translating process.

To solve this problem, a translation’s procedure should be applied. In every field, procedure is needed. Translator also needs it in translating process, especially in determining what the actual meaning of the words in source language and how to translate it to the target language.

Newmark (1988:81) gave some procedures that can be chosen in translating process such as transference, naturalization, cultural equivalent, functional equivalent, descriptive equivalent, modulation, translation label, compensation, componential analysis, reduction and expansion, paraphrase, adaption, equivalence, couplets, and addition. Those procedures are important to learn because they could help translator to translate well and to avoid the error translation.

The source of data in this thesis is “Jendela- Jendela” which is one of Indonesian novels. “Jendela- Jendela” has many Indonesian’s cultural words. Indonesia has various cultures which only owned by Indonesian society. In this thesis, the writer is going to analyze the procedures that used in translating material culture and social culture by applying translation theory of Newmark as the bases of the analysis in written text that is novel.

1.2 Problems of the Study

Based on this background, there are some problems that are arisen in it, those are:
a. What are the translation of material and social cultures used in translating ‘Jendela- Jendela’?

b. What procedures are used by Norman Ince as the translator of ‘Jendela- Jendela’ in translating the material and social cultures?

c. Which is the most dominant procedures in translating the material and social cultures?

1.3 Objectives of the Study

Based on those problems, the objectives of the thesis are:

a. To find out what are material and social cultures translation.

b. To find out what procedures used in translating the material and social culture in “Jendela- Jendela”

c. To find out the most dominant procedures in translating the material and social cultures.

1.4 Scope of the Study

The scope of study is focused in material and social culture translation which are found in “The Windows” that is translated by Norman Ince. This original novel is written by Fira Basuki that is titled “Jendela- Jendela”.

1.5 Significance of the Study

This thesis is intended to be helpful theoretically and practically. Theoretically, this thesis is expected to enrich the understanding how to apply the procedure in translating cultural words, especially material and social cultures. This thesis may also be a reference for those are interested in learning translation.
Practically, this thesis is expected to be helpful for people who want to be a translator.