

## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 The Background of the Study**

Literary translation is translation of literary works such as short stories, novels, poems, plays, and et cetera. It has special characteristics as literary works different from non-literary works. According to Hodges (2011), it is a translation which not only need changing words from a language to another but also needs particular manners to express the texts in target language as sense which is contained by source language text. Landers (2001) states that all facets of the work, ideally are reproduced in such a manner as to create in the TL reader the same emotional and psychological effect experienced by the original SL reader.

Since translation has become increasingly important on both national and global level, it is definitely a subject worth a closer study. Obviously, there is a wide range of topics which could be investigated in terms of translational aspects. The present study focuses on the translation of one of the most fascinating and innovative aspects of language: metaphors.

Metaphor is considered by linguist as the most basic where one objects used to describe another object and both objects are essentially disparate entities, but common in one or more attributes (Encarta Dictionary). In other words, metaphor is use of a word or a phrase for the purpose of suggesting likeness between the two.

In literature, metaphor as one of the stylistic elements does not merely convey ideas, in addition it also function as a tool for literary writers to embellish and give colors to their works. With the presence of the stylistic elements, including metaphor, writers always try to maximize it to reveal their uniqueness. Concerning the semantic conventions, many violations are conspicuous in terms of using such style of language. Metaphor is also used widely in philosophy, religion, politics, commerce, history and art.

In the study of translation strategies of metaphors, there are numerous studies that have described and raised many issues on the different strategy in their way in translating the metaphors. Retno Hendra (2013) who observed *The Translation Strategies of Metaphor that Show Attitude in The Secret*. The result of his finding was the translation strategies were dominantly translated by literal translation.

Mohammad Reza (2016) in his thesis discussed Strategies Used by Translators to Translate Metaphors in Hafez Poetry. He compared three poetry from different translators. He found that in the first poetry by Clarke used dead metaphor most and in the second poetry by Shahriari used stock metaphor most and in the third poetry by Bicknell used recent and original metaphor.

Yopi (2016) discussed Translation Techniques Of Simile In The Novel *Angels & Demons To Malaikat & Iblis*. She found that the translator mostly applied the techniques of literal, amplification, borrowing, reduction and linguistic compression.

From the research findings of some studies above, it could be seen that the metaphors from different languages are translated by using different strategies to be held the equivalence of the meaning and understandable to the reader. Analyzing the opposite, the researcher would analyze translation strategies of metaphors from English into Indonesian used by translator. The researcher wants to know if there are any other strategies besides those strategies above found when translating metaphors from English into Indonesian. Metaphors in *The Magic of Thinking Big* which was translated into Bahasa Indonesia by Dian Paramesti Bahar, will be analyzed.

The book of motivation has a specific motivation in the use of language and structure. Inside many languages found expressions to use the expression of opinion, taste, attitudes, emotions, and etc. The phrase in a book that aims to attract the attention of the reader contains many metaphors. Metaphor has the characteristics say something indirectly or any discrepancy between what is said and what is meant. Metaphor is more effective to convey new something, because the metaphor allows us to explain, describe, and interpret.

A large number of motivation books have been translated into Indonesian, the books can be a very effective means to introduce the metaphors into Indonesia as a part of metaphors exchange. One of those few books that become international books is a motivation book entitled *the magic of thinking big* which was written by the English author David Schwartz and originally published in 1959 and its Indonesian version which was translated by Dian Paramesti Bahar and published in 2013 with the same title. In this thesis,

the researcher chooses *The Magic of Thinking Big*. This book is one of the famous science book ever in the world. This book which has sold over four million copies. *The Magic of Thinking Big* is one of the most interesting book that gives influences to the reader. This book instruct people to set their goal high and think positively to achieve them. This book give a step by step guide on how to achieve what wants by changing their through patterns and thought habits. This book has been translated into many languages in the world including Bahasa Indonesia. This book is builds an individuals confidence, mentality, vision of life and untimately the ability to thinking big introspectively and entrospectively. This book is a classic motivational that found many of metaphors to say about something.

Newmark's prescriptive model of metaphors translation (1988), there are strategies for transfer of their proper meaning. He contributed to translatology with his seven strategies of metaphor translation that have almost always been taken up by the researchers and which are considered here. They are: Reproducing the same image in the TL, Replacing the image in the SL with a standard TL image, Translating metaphor by simile, Translating metaphor by simile + sense, Converting a metaphor to its sense, Deleting, Combining the same metaphor with the sense. These strategies are used in translating metaphors in the literariesl are analyzed based on Newmark's theory, whether they are translated by keeping the metaphorical image, translated into simile, substituted metaphor of the receptor language which has the same meaning, translated into metaphor and explain the

meaning, or translated the meaning of the metaphor without keeping the metaphorical imagery (non-figurative meaning).

The process of translating, however, is not as easy and simple as people think. Thus, being a good translator is hard job. There are many problems faced. The difficulties are in finding equivalent words/phrases in target language to obtain the closest equivalence of source language's metaphors content. The translator, of course, should be able to overcome the language and metaphors system difference. As this study focuses on the translation strategies, this research analyzes and clarifies what strategies applied on this translated book. Related to the metaphors background, following are the examples of its translation strategies as the preliminary data as follow:

SL : We Call **disease excusitis**  
(The Magic of Thinking Big in Original Version, Page 25 Line 6)

TL :Pemyakit ini kita sebut mencari “**kambinghitam**” kegagalan  
(The Magic of Thinking Big in Indonesian Version, Page 19 Line 9)

From the example above, the source language was translated into target language by applying Replacing the image in the SL with a standard TL image which does not clash with the TL culture, it means replacing an untranslatable metaphor of the original with its approximate literal paraphrase. The word *disease excusitis* was translated into *kambinghitam*. The translator has been replacing *disease excusitis* into *kambinghitam*. The translator made the word differently but the meaning of the word is same with (SL). *Kambinghitam* is a metaphor to say about wrong that purpose to other. The type of the metaphors is stock metaphor. Thus, the metaphor word has translated easily by translator using Replacing the

image in the SL with a standard TL image pocedure. The next founded data was below :

SL : All his vast store of knowledge lay **buried**  
(The Magic of Thinking Big in Original Version, Page 35 Line 10)

TL : *Semuapengetahuannya yang luasdibiarkanterkubur*  
(The Magic of Thinking Big in indonesian Version, Page 29 Line 32)

From example above, the source language was translated into target language applying Reproducing the same image in the TL using an exact equivalent of the original metaphor. The word *buried* was translated into terkubur. The translator made the word and the meaning like (SL). The type of the metaphor is dead metaphor. Thus, the metaphor word has translated easily by translator using Reproducing the same image in the TL pocedure is to establish a temporary equivalence that is totally unpredictable out of context in the source text above. So, the purpose of using discursive creation is to establish a temporary equivalence that is totally unpredictable out of context in the source text above.

This facts indicated that there was another strategy used by the translator when translating English metaphors into BahasaIndonesia besides applying Newmark. This phenomenon is interesting to be explored more deeply how metaphors which enrich meaning translated from SL into TL in *The Magic of Thinking Big* motivation book. And the translation strategies that used by the translator when translating metaphors in *the Magic of Thinking Big* into itsindonesia version. Because of the background ofthe study, the research want to know how the translator translated the metaphor in this book.

## **1.2 The Problems of the Study**

Based on the description of the background of the study stated above, the problems of the study are formulated as following:

1. What strategies are used in the translation of metaphors in *The Magic of Thinking Big*?
2. How do the strategies maintain of metaphors in *The Magic of Thinking Big* translated into Indonesian?

## **1.3 The Objectives of the Study**

The objectives of this study are to answer the three research questions, as formulated above. To be more specific, the objectives of the study are:

1. To find out the translation strategies of metaphors are used in *The Magic of Thinking Big*.
2. To describe the translation strategies maintain metaphors in *The Magic of Thinking Big* are translated into Indonesian.

## **1.4 The Scope of the Study**

Scope of the research is needed to give a focus to this research. This study focused on The Translation Strategies of Metaphors in *The Magic of Thinking Big* book English version and its Indonesian translation version. This research used Translation strategies of metaphor theory proposed by Newmark's strategy (1988).

## **1.5 The Significances of the study**

The findings of the study are expected to be relevant and significant theoretically and practically.

1. Theoretical Significance



Theoretically, this study can enrich the knowledge about the translation strategies of metaphor in any literary translation.

## 2. Practical Significances

Practically, the usefulness of findings is described as the following:

- 1) By knowing the translation strategies of metaphor, it is expected that the translator will find the right way in translating the metaphor in English books into Bahasa Indonesia or conversely.
- 2) This study can be reference for the next research in analyzing Indonesian translation of literary works especially which is derived from English works.
- 3) This study will be significant for informing the translator from other social fields which have relationship with linguistics about the role of translation in a motivation book.
- 4) This study can contribute information of translation strategies of metaphor and insight to applied linguistic practitioners, translators and students of translation courses and any other readers who are interested in studying translation especially in translation strategies of metaphor.





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