

CHAPTER I

INTRODUCTION

1.1 The Background of the Study

Translation is not a simple thing, but something that can be categorized as something complex. It is caused that translation can not be separated from the various factor that relate to the linguistic and cultural factors. The complexity of the translation that has been confirmed by Hatim (2001:10) that “A translation work is a multi-faceted activity, it is not a simple matter of vocabulary and grammar only but that it can never be separated from the culture”.

This implies the recognition that difference, rather than similarity, controls and influences translation process. Also in this perspective, the notion of a stable meaning has been challenged and dismantled. As a kind of communication, translation establishes an equivalent between the source language and target language. Translation is a complicated task, during which the meaning of the source language text should be conveyed to the target language readers. In other words, translation can be defined as encoding the meaning and form in the target language by means of decoded meaning and form of the source language is very close to our life nowadays. We can see and feel the advantages of translation for our daily life. The example is when we are watching television or reading books with different language. Actually, when we are watching or reading with different languages, we always do translation. Translation acts as a bridge of communication between people in all over the world. So, translations connect people in all over the world. Without translation, people of across cultural background cannot buld a communication well. Therefore, translation becomes important in every part of the world.

It can be seen that the translation activity has been crucial importance nowadays. The product of translation contains of information which is needed for science, education, and entertainment, such as comics, novels, newspapers, textbooks, and tabloids. It is elaborated by Bassnett explanation that translation has a crucial role to play in aiding understanding of an increasingly fragmentary world (2002:1).

One of the results of translation can be seen in the comic bilingual text. Comic bilingual text has often been found as a smart pastime. Comic bilingual text is published because it gives benefit for students. Students who speak only in one language can learn about different languages and can pick up words in other languages by reading bilingual books. It can be seen that the use of bilingual text can be used as the way to serve the students the source language and target language in a comic bilingual text. Therefore, by reading comic bilingual text, students do not only get linguistic knowledge but also enrich the vocabulary how to translate source language to target language.

Translation is used to transfer the meaning of a text from the source language (SL) into the target language (TL). Basically, the text is reconstructed by translating the words from the SL into the TL and is arranged based on the structures of the sentence in the TL, therefore the structures are suitable with the TL and certainly there will be no loss of meaning.

There are several factors that should be remembered by translator in order to produce a good translation in translating a text. As Nababan (2003: 26) states that there are two factors in translation they are linguistic factors that cover words, phrase, clauses, and sentences and extra-linguistic factors covering the socio-cultural on both source and the TL cultures.

Since translation is more than just transferring a text in the SL into an equivalent text in the TL, translation is not only translating each words or phrases from source language into the target languages. Therefore, it is important to point out that there are similarities as well as differences between English and Indonesian structure. When there are similarities exist, translation would be easy.

So, when there is different grammatical pattern, usually translating Indonesian into English is more difficult than from English into Indonesia. Therefore, the translators must consider some grammatical and lexical equivalent. In the translation activity, a translator tries to find the equivalent of source language text to target language text. The equivalent is the correspond content of the message of SL text to TL text. It is the first step that a translator finds in translation. So, formal correspondence is the equivalence of structures both the source language text and the target language text that denied (equivalent over formal correspondence).

Each language has its own characteristics or even distinction. Therefore, the translation from the SL into the TL cannot be exact equivalents as both languages are widely different in structure and cultural background. The understanding of the structure and the culture in both languages are required by the translator as it makes the translator capable of grasping the meaning in the text accurately and allows transferring the same meaning. As Vinay and Dalbernet (1995:34) states that equivalence refers to cases where languages describe the same situation by the different stylistic or structural means. Meanwhile, the form in the SL has a new form or different form the TL; it is called a shift. According to Catford (1965:73) a shift is the departure from formal correspondence in the process of going from the SL to the TL. It represents some changes occurring in a

translation process, the element of the TL commensurate with the SL is always used by the translator in order to express the same message in the target text. Since every language has its own rules, differences in these rules will cause a shift.

Shift is one of the implemented ways by the translator to create an equivalence translation toward a source language. It is done by changing the class of word such as verb is translated into noun, by changing the class of word into phrase such as verb is translated into noun, by changing the class of word into phrase such as verb is translated into verb phrase, by changing class of word into compound word and so on. Based on the researcher's previous mentioned shifts, then Catford (1965:73) states there are two types of shift. Those are category and level shift. Category shift is divided into four subdivisions; they are structure, class, unit and intra-system shift.

Based on the shifting of structure concept, there is a basic technique to solve the problem in shifting of the translation, that is translation shift, the placement of one grammatical unit by another. For example: *A pair of trousers* translated into *sebuah celana*. Here there is transposition that a change happens from plural noun into singular noun. Transposition is the only translation procedure concerned with grammatical. In translating text from source language into target language, transposition is main process in the translation that should be taken into account by translator.

The translator transfers the message that the author intended. In the process of translating, there are some challenges that the translator may encounter. The translator should consider the reading level of the reader when translating literary works, especially in translating children's literature. Moreover the important thing is the translator deals with two different language system between source language (SL) and target language

(TL). Consequently, shift cannot be avoided when establishing translation equivalence between two different language systems, which is going to be the main analysis in this thesis. The matters of shifts sometimes occur in the process of translation and the form of the message is acceptable because of translation equivalence.

In line with the shift problems, the researcher is interested in conducting a research to analyze the result of the translation between two languages, from English into Indonesian in Garfield “Takes his Licks” comic bilingual texts. It is fruitful to the people who study translation, especially for the college students who are majoring English Program. They need to know the comparison between English and its translation into Indonesian. The translation problem is the matter of rendering the lexical, semantic or pragmatic from source language into target language. In translating the texts of English into Indonesian it’s frequently found various obstacles caused by unavailable vocabulary in the target language to accommodate words and meanings in source language (English) as well as system differences in both languages. It can be seen in many English comics that have been translated into *Bahasa Indonesia*. One of them is Garfield “Takes his Licks” written by Jim Davis. This comic was translated into the title, *Dijilat Kenyang* by Suryanto and published by Nexx Media.

This kind of comic is a form of entertainment which some people like. This is due to the fact that reading comics are enjoyable and entertaining. Most people enjoy fictional stories whether in the form of comics or novels. The majority Indonesian people do not speak and understand English. Therefore, in order to make the reader still can enjoy the comics, translation is needed to overcome this language barrier. So comics are translated into *Bahasa Indonesia*.

By reading non-scientific books, the reader can see how people in other parts of the world behave. Besides, these stories can expand the imagination of the reader to look back into the past. In addition, reading non-scientific books sometimes give more fun and the experience to the reader. Reading comics is a good pastime or recreation. It is relaxing and one can escape from one's life and its problems temporarily as one gets involved in the lives of the characters in the comic. Nowadays, there are lots of scientific and non-scientific books are translated into many languages. Many literary works, including comics, have been translated from English into Indonesian.

The researcher found the shift in translation of Garfield bilingual texts "Takes his Licks" which is translated into Indonesian "*Kenyang dijilat*" as seen in the following preliminary data.

Based on preliminary data, translation shift in Garfield "Takes His Licks" a Bilingual Text can be seen as follows:

SL : Just when you think they have **televised** every sport.

TL : Saat kau pikir setiap jenis olah raga sudah pernah *tampil di TV*.

Based on the translation above, the word "**televised**" is translated into *tampil di TV* categorized into unit shift. It can be seen that in SL "**televised**" change in ranks when translated into target language "*tampil di TV*", one unit translated into three units, downward ranks. It means that the unit shift is a number of units from the low and the high one. So the unit shift was shown as between SL **televised**, downward into upward rank shift. Unit shift occurred to replace virtual lexical gap by a grammatical structure, such as the change from phrase to clause as the word "**televised**" to phrase "*tampil di TV*".

Another data of translation shift can be seen as follows:

SL : Gimme a G

TL : *Ada* G

Based on the translation above, the word “*give*” in source language is translated into “*ada*” in target language. The verb “*give*” in source language is changed into adjective in target language “*ada*”. Then, it’s called as class shift, the changing of verb in source language into adjective in target language. A source language item was translated in a target language item which belongs to a different grammatical class. It occurs where literal translation is grammatically possible but may not accord with natural usage in the TL so it is the matter of naturalness between SL and TL.

Different types of shift are found as follows:

SL : I wonder if other **people’s pets have wild mood swings?**

TL : Perubahan suasana hati *hewan peliharaan orang* lain ekstrim seperti ini apa tidak ya?

Based on the translation above, the phrase “**people’s pets**” is translated into “*hewan peliharaan orang*”. In this case, the source language “**people’s pets**” is not translated into plural form, but in singular form “*hewan peliharaan orang*”, not “*hewan-hewan peliharaan orang-orang*”. It should be in the plural form, but the translator makes it single form in the target language. Even, it is still equivalent but lexicon is shifting in translation. It is worth nothing here that the translator is compelled to be bound by the SL writer’s choice. In cases where compatible terms with the source system are taking place in the target system, the translator has to bridge the gap by using some

means. For instance, of the system is to describe a singular or plural noun. And it's categorized as intra system shift.

And the example of structure shift can be seen as follow:

SL : It says here people with pets live longer

TL : Di sini dikatakan, pemelihara binatang hidup lebih lama

Based on the translation above, the clause “**it says**” is translated into “**di sini dikatakan**”. It can be seen that the clause “**it says**” is not translated into active voice “**mengatakan**” but it is translated into passive voice “**dikatakan**”. In this case, the structure shift occurred, which was marked by the changing of active into passive voice.

Based on the translation above, it could be seen that the translation shifts occur in Garfield “Takes his Licks” a Bilingual Text. There were four category shifts, namely: structure shift, class shift, unit shift, and intra-system shift.

Dealing with the explanation above, the researcher is interested in analyzing the result of translation in Garfield bilingual text which is written in two languages, English and Indonesian.

1.2 The Problems of the Study

Based on the background of the research, the problems of the research are formulated as the following:

1. What types of shifts are found in Garfield “Takes his Licks” a bilingual text?
2. How do the shifts occur in Garfield “Takes his Licks” a bilingual text?
3. Why do translation shifts occur in Garfield “Takes his Licks” a bilingual text as the way they are?

1.3 The Objectives of the Study

Related to the problems of the study above, the objectives of the research are:

1. to investigate the types of shifts in Garfield “Takes his Licks” a bilingual text.
2. to describe how the shifts occur in Garfield “Takes his Licks” a bilingual text.
3. to analyze the reason why translation shifts occur in Garfield “Takes his Licks” a bilingual text.

1.4 The Scope of the Study

This study focuses to investigate and explain the translation as product, more specifically on words, phrases, sentences or expressions closely related to culture from English into Indonesian in categories of shift of translation and factors leading to the application of ideology of translation. Besides that, the researcher also scopes the research to texts in Garfield “Takes his Licks” comic. The researcher uses Catford theory to analyze the shifts.

1.5 The Significance of the Study

The findings of this study are expected to be useful and relevant for theoretical and practical aspects. Theoretically, the findings are expected to enrich the theories in line with translation fields and as a guideline to overcome the shift problems in translation.

Practically, the study findings can enrich the knowledge about the common problems which commonly occur in a translation, and also be useful as a reference for those who are interested to conduct a further study especially for those who want to be professional translators.