CHAPTER I

INTRODUCTION

1.1 The Background of the Study

Translation deals with the process of rephrasing the meaning in a communication in one language, the source language (SL), into another language, the target language (TL). Translation involves three concepts: SL-meaning-TL. A translator, therefore, should master the linguistic and non-linguistic knowledge of both SL and TL. Linguistically, he/she should master the words, clauses, phrases, sentences, expressions of SL and TL. Non-linguistic knowledge refers to the previous knowledge of the translator towards the text, whether he/she has known and read it before.

Nida and Taber (1982) state the meaning of translation by focusing it on process of translation. They state that "translating consists of reproducing in the receptor language the closest natural equivalent of the source language message, first in terms of meaning and secondly in terms of style.

Newmark (1981:7) states that translation is rendering the meaning of a text into another language in the way that the author intended the text.

From the definition above the translation has the same term "equivalence". The meaning, context, though, or message of both source of reproducing in the receptor language, the closest natural are equivalent to the message of source language. The first is meaning and secondly is style. The message of source language must equivalent. The reader of translation who knows the target language only will be confused if the target language is influenced by the source language.

Meanwhile, the result of translation must be transferring the meaning of the source language clearly. In order to make the clear meaning of source language, it is expected that the meaning of target language can be understood by the readers. So, the result of translation must be readable. In target language, readability is needed, because it makes the readers easier to catch the content of the translation text, conversely when the translation text is not readable. It will make the readers difficult to understand the content of the text well.

Translation is not a simple task to do, as it can be hard to form its equivalence, for instance from Indonesian to English or vice versa, because these languages have several of differences in terms of structure and system. The structure and system in SL and TL perhaps become the obstacles if the translator faces difficulties to discover the equivalence of both languages.

According to Larson (1984: 3) that translation consists of translating the meaning of the source language into the receptor language. This is done by going from the form of the first language to the form of a second language by way of semantic structure. It is meaning which is being transferred and must be held constant. Only the form changes.

From the theory above, expectation, reality and gap can be taken as a discussion. The expectation from the theory above that in translating the meaning is by applying the same semantic structure. For example a noun in SL must be a noun also in TL, adjective in SL for adjective in TL, adverb in SL for adverb in TL, and so on. So the conclusion is the meaning, context, though, or message from SL to TL only can be earned by only word by word translation.

The reality, the theory above that emphasizes on the semantic structure can't be apply in every aspect of language, for instance in translating expression. For example, the expression "*tak bisa menulis dan tak bisa membaca*", the expression can't be directly translated to "can't write and can't read". But according to Oxford Advanced Learner's Dictionary (2000), the correct word is illiterate. Other example is the expression "*seseorang yang bisa melakukan apa saja*", these words neither can directly translate into a person who can do everything, but to Oxford Advanced Learner's Dictionary (2000), the words that fix the idea is jack of all trades. So, besides semantic structure, translator must also understand the culture and style of the SL in translating expression. So a translator is a very skill person in translation in deciding which technique is appropriate in translating meaning, context, though, or message from SL to TL.

According to the Collins English Dictionary, "*a technique is a practical method, skill, or art applied to a particular task* ". In this definition, there are two important issues, namely (1) technique as a practical matter, and (2) techniques are applied to a particular task; in this case the translation tasks that are directly related to translation problems and solutions (Machali, 2000: 77).

Molina and Albir (2002: 509) defines 'translation technique' as: an analytical and classifying process of the translation equivalence with five basic characteristics: 1) they affect the result of the translation, 2) they are classified in comparison with the original, 3) they affect micro-units text, 4) they are by nature discursive and contextual, and 5) they are functional.

Furthermore about micro-unit, can be observe through based on Fitria (2015) Translation techniques can be defined as a way to transfer the meaning from the SL to TL is based on micro-unit (word, phrase or clause or in sentences), which influence the result of translation.

Molina and Albir (2002: 499) define that translation techniques allow the people to describe the actual steps which taken by the translators in each textual micro-unit and obtain clear data about the general methodological option chosen. Translation technique is the procedure to analyze and classify the way of equivalence can happens. Translation technique is called as the realization of the decision, making process, where the product of translation can be identified on the translation result.

According to Molina and Albir (2002:509-511) there are 18 translation techniques which consist of: 1. Adaptation; 2. Amplification (Addition); 3. Borrowing; 4. Calque;5. Compensation; 6. Description; 7. Discursive Creation; 8. Established Equivalence; 9. Generalization; 10. Linguistic Amplification; 11. Linguistic Compression; 12. Literal Translation; 13. Modulation; 14. Particularization; 15. Reduction; 16. Substitution; 17. Transposition and 18. Variation

Subtitling is a process of language transfer in translation types of mass audiovisual communication such as movie or film and television. Gottlieb in Gaemi and Benyamin,(2010:41) states that subtitling as the rendering of the verbal message in filmic media in a different language, in the shape of one or more lines of written text, which are presented on the screen of movie. It is needed

to deliver the message for the audiences or viewers of the movie who do not understand about the meaning and message of film without its translation. Translating for subtitle movie should be meaningful to the TL of the audience in relation to the particular scene which is being shown on the screen movie.

Chang (2012) states that movie is a kind of multimedia, both a visual medium and an aural one. Although in every movie, the director uses their own native language in their film, it is not to be a big problem since it can be translated into TL. Therefore, subtitles can help the audiences learn the foreign language through a movie. There are many genre of movie can be chosen by the translator to translate the subtitle film.

There are several journals that encourage the writer to conduct the research, they are: first, the journal entitled Translation Technique of English To Indonesian Subtitle In Doraemon "Stand By Me" by Tira Nur Fitria (2015). This journal deals with Molina and Albir's translation techniques and also describe the quality of translation from English to Indonesian subtitle of "Stand By Me" movie in the term of accuracy, acceptability and readability.

Astro Prima as the movie translator applies many types of translation technique in the subtitles so the viewers can be easily got the idea of each utterance in the movie.

According to Winchester, Salji, and Kasivisvanathan (2017) entitled Gathering Preliminary Data, Preliminary data are the data generated from small-scale research projects to evaluate feasibility, prior to conducting full research

studies. Preliminary data are used to test approaches using small sample sizes, provide proof of concept or evidence to support a working hypothesis or they are used as pilot data for grant funding applications. As such they are useful for showing the progression of an idea and likely success of future research projects. In addition preliminary data may also be used to demonstrate the significance or potential impact of a research project. In some cases, preliminary data can also be combined with data from the full research project to generate a larger data set.

Here are the examples of translation techniques in the movie taken as the preliminary data based on each of problem of study:

1. Data 9

   SL: *Taruh duit dulu..*

   TL: Put my money *in the basket first*.

2. Data 876

   SL: Kamu siapkan *empat puluh tempat pensembunyian, merupakan satu....errr...takar ka, errr....buyung ka, errr...satu apa saja*. <u>Asalkan empat puluh penyamun boleh bersembunyi.</u>

   TL: **I want** you to prepare *40 barrels* <u>for our men to hide</u>.

3. Data 627

   SL: <u>*Papa kedana*</u> *aku dibuatnya*.

   TL: He has made me a <u>pauper</u>.

No.1 points the type of translation technique that emphasized only a single technique. The translator use the amplification translation technique by adding the phrase "in the basket first" in TL. By adding this phrase the translator wants to make clear where the money should be placed.

No.2 points how is the realization of translation techniques in a micro-unit (word, phrase or clause or in sentences) found in Ali Baba Burlesque. The translator use 3 types of translation techniques (triple) called amplification (bold), reduction (italic) and modulation (underline). First, the amplification technique, the translator adding the words "I want…" rather than directly translate the words "Kamu siapkan" into "you prepare". Second, the reduction technique, the translator reduced the phrases "*empat puluh tempat pensembunyian, merupakan satu....errr...takar ka, errr....buyung ka, errr...satu apa saja*" into one phrase that is "40 barrels". The last technique is Modulation technique, the translator change the view of the writing, to avoid the repeat use phrase of "empat puluh penyamun", the translator change the view became "our men".

No.3 points translation ideology found in Ali Baba Burlesque. The translator applies the domestication of SL "papa kedana" into TL "pauper". This fulfilling the theory of Paloposki and Oittinen (2000), that domestication assimilates a text to target by perspective of cultural and linguistic values.

Based on the views and journals also examples described above is the background that encourage the writer to investigate the type of translation techniques used in Ali Baba Burlesque subtitle, how are the translation techniques

realized and why the translation techniques are realized in Ali Baba Burlesque subtitle as they are in Ali Baba Burlesque subtitle.

The translation techniques will be taken from the dialogues transcript in Malaysian Malay and English transcript subtitle from the beginning part until the last of the movie.

1.2 The Problems of the Study

Based on the background of the study, this study was conducted to answer the following questions:

1. What types of translation techniques are used in Ali Baba Burlesque subtitle?

2. How are the realization the translation techniques realized in a micro-unit of Ali Baba Burlesque subtitle?

3. What translation ideology is applied in Ali Baba Burlesque subtitle?

1.3 The Objectives of the Study

Based on the problems of the study, the objectives of this study are as the following:

1. To describe the type of translation techniques used in Ali Baba Burlesque subtitle.

2. To elaborate how is the realization of translation techniques in a micro-unit of Ali Baba Burlesque subtitle, and

3. To explain the translation ideology found in Ali Baba Burlesque subtitle.

1.4 The Scope of the Study

This study attempted to describe and to explain the translation techniques used in Ali Baba Burlesque subtitle as a product of translation translated from Malaysian Malay into English by Astro Prima. The main aspect of this study is to explain the type of translation techniques used in Ali Baba Burlesque subtitle (emphasize on single technique), to find how is the realization of translation techniques in a micro-unit of Ali Baba Burlesque subtitle (double, triple or multiple techniques), and to find out translation ideology in form of foreignization and domestication in Ali Baba Burlesque subtitle.

1.5 The Significances of the Study

Findings of the research are expected to be useful for the readers both theoretically and practically in some aspect.

1. Theoretically, findings can significantly useful for:

   a. Review of literature for the coming researchers.

   b. The guiding information for the students of translation studies about translation techniques.

   c. The guidance material for readers in understanding types of translation techniques.

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

   a. It will give contribution for the translators or students of translation courses or the readers who are interested in studying translation especially translation techniques.