

CHAPTER I

INTRODUCTION

A. The Background of the Study

English has a prominent role as an international language around the world. English as an international language is the most important language used by a great number of people in many parts of the world. English language serves as an important medium for communication among the people from different nations. More information exchange in the sciences, medicine, education, tourism and business are being done in English. The globalization of modern life nowadays makes people think that they have to master a foreign language in order that they can communicate with everyone from everywhere. To master the foreign language, they need to know about translation. Translation itself helps them in understanding anything that written or spoken in English.

Translation is one of the branches of applied linguistic as part of the activities in communication among people with different languages. Translation deals with changing the form of Source Language (SL) into Target Language (TL). Translation is used by the people to find out the meaning of one language or source language into another different language or target language.

According to Newmark (1981:7), “translation is craft consisting in the attempt to replace a written message and or statement in one language by the same message and/or statement in another language”. Craft here means the result of the translator in translating the text. So, the result of the translation must have same

meaning between the source language (SL) and target language (TL). Translation can not be separated from learning two languages which is Bahasa and English in this study, so that the translation could get an equivalent meaning between SL and TL.

The important thing done by a translator to achieve the equivalence of both informations in source language (SL) and target language (TL) is to have techniques in translating. If the translator renders the source text to the target text without rules in order that she or he might have different concept of idea and meaning as the writer wants to deliver. In transferring the idea from source language (SL) to target language (TL) in the form of a sentence there are many kinds of techniques that can be done.

The applying of translation technique can find in booklet. Booklet is a media that used to promote product, place or the other and also persuade the reader. Booklet gives information to the reader which can make the reader more understand about something that promoted. Booklet that can find easily nowadays is tourism booklet. The booklet promote the natural, historical, and cultural heritage of the places that can persuade the reader to visit that places. The tourism booklet that chosen for this research is *Medan Tourism Booklet* and *Deli Serdang Tourism Booklet*. The booklets consist of two languages i.e. Bahasa and English where the English is the translation from Bahasa. In translating the booklets the translator must achieve the equivalence.

This study focused on the techniques used by implement of the theory propose by Molina and Albir. Molina and Albir (2002:509) propose 18 techniques (strategy

that has been applied in the translation product) which usually used by the translators. These techniques are also clarification of previous clarification of the strategy, procedures, and technique of translation. The translation techniques are: Adaptation, amplification, borrowing, calque, compensation, description, discursive creation, established equivalent, generalization, linguistic amplification, linguistic compression, literal translation, modulation, particularization, reduction, substitution, transposition, and variation. The writer choose *Medan* and *Deli Serdang Tourism Booklet* because when the writer reads the booklets, the writer find some techniques that used in translating. For example, there is adaptation technique in *Medan Tourism Booklet*:

SL : Ramadhan fair ini hanya buka pada *bulan Ramadhan*.

TL : This ramadhan fair only open at *Ramadhan month (fasting month for moslem)*.

From the sentence above, there is a description of technique. The word Ramadhan in source language (SL) translated to Ramadhan (fasting month for moslem) in target language (TL). The translator replace the term in source language (SL) with a description in target language (TL).

The other example, there is transposition technique that used in *Deli Serdang Tourism Booklet*:

SL : Anda bisa melihat kerajinan gerabah dalam bentuk guci, vas bunga, meja dan kursi yang terbuat dari tanah liat.

TL : You can see in the form of pottery *jars, vases, tables and chairs* made of clay.

From the sentence above, there are changes from singular to plural. The words *guci*, *vas bunga*, *meja* dan *kursi* write in the singular form, but in target language that words become *jars*, *vases*, *tables* and *chairs* which change become plural form that follow the culture of target language.

Dealing with the examples and explanation above, the research analyzed the translation technique used in *Medan* and *Deli Serdang Tourism Booklet*. Beside to get a deep understanding about translation techniques, this study is also challenging to be research because tourism booklet is media to promote the tourism of one country to the other country. So, the booklet must use good translation to make the other person in the other country get the point.

B. The Problems of the Study

Based on the background of the study some problems are formulated as the following:

1. What are the translation techniques applied in “*Medan* and *Deli Serdang Tourism Booklet*”?
2. What is the dominant translation technique applied in “*Medan* and *Deli Serdang Tourism Booklet*”?
3. How is the process of the dominant technique translated?

C. The Objectives of the Study

The objectives of the study are:

1. To find out the translation techniques applied in “Medan and Deli Serdang Tourism Booklet”
2. To find out the dominant translation technique applied in “Medan and Deli Serdang Tourism Booklet”
3. To describe the process of the dominant technique translated.

D. The Scope of the Study

The scope of this study is limited to translation technique applied in the “Medan and Deli Serdang Tourism booklet” by using the eighteen techniques proposed by Molina and Albir (2002).

E. The Significances of the Study

The findings of this study are expected to significances theoretically and practically.

1. Theoretically, the study is expected to be useful for the linguistic, English students, and readers to develop their knowledge about translation technique.
2. Practically, the study is expected to be useful for other translator or researcher who are interested in translation, so they can translate the tourism media better.