

CHAPTER I

INTRODUCTION

1.1 The Background of the Study

Nowadays, in a world characterized by global communication, translation plays a key role in exchanging information between languages. As a kind of communication, translation establishes an equivalence 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 the decoded meaning and form of the source language. Different theorists state various definitions for translation.

The history of translation developed during the twentieth century, focusing particularly on the past thirty years. In the second half of the twentieth century, a new generation of scholars such as Fedorov (1953), Vinay and Darbelnet (1958), Mounin (1959) and Jakobson (1959) worked on the same target namely they established a more systematic analysis of translation. The theory of translation or translation studies is an academic interdiscipline dealing with the systematic study of the theory, description and application of translation, interpreting and localization. The term *translation studies* was coined by an American scholar, Holmes (1972) in his paper “ the name and

nature of translation studies”. In this book, he provides a theoretical system that both recognizes and unifies many aspects of translation studies.

The word of translation itself derives from a Latin term meaning ‘to bring or carry across’. The Ancient Greek term is “metaphrasis” (to speak across) and this gives us the term “metaphrase” (a literal or word for word translation) as contrasted with “paraphrase” (saying in other words).

Some scholars give their opinions for the definition of translation such as Nida (1969:12) defines that the translating consists in 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. But this relatively simple statement requires careful evaluation of several seemingly contradictory elements.

Newmark (1988) highlights the fact that there was not much written about ‘the theory of translation’. He points out that to be able to translate a text, one has to understand and analyze it first. His view of the evolution of translation from the 19th century and onwards, such process has as a result, the product, the translated text.

Hornby (1988:81) defines that translation is a complex act of communication in which the SL-author, the reader as translator and translator as TL-author and the TL-reader interact.

Munday (2008:5) states that the process of translation between two different written languages involves the translator changing an original written

text (the ST) in the original language (the SL) into a written text (the TT) in a different language (the TL).

Translation is used to transfer meaning from one language to another. A written or spoken source language text will be exchanged by its equivalent written or spoken target language to find the equivalent meaning between the source and target language. However, in translating text, the translator will find some problems to achieve the equivalent meaning and in this case, the non equivalence words between source language and target language will be found in the translation.

In line with the non equivalence problems, the researcher is interested in conducting a research to analyze the result of the translation between two languages, from Indonesian into English language in the Discovery of North Sumatera Guidebook based on the theory of Baker (1992). This kind of guidebook contains of the province of North Sumatera and it is published to introduce the province to the investors in line with the time of AFTA. AFTA which begins in 2015 is an opportunity for the Indonesian people to be more advanced in the international company. In this case, Indonesia must prepare itself to improve the quality not only of its goods and services but also of its human skills, so that it would not serve as a mere market for other countries in the region. It should also become a big exporter of skilled workers. After all, Indonesia has a population of about 240 million.

North Sumatera has got many well-known tourism places which will attract the attention of investors especially for facing ASEAN Free Trade Area

(AFTA) and Asean Economic Community (AEC) which is held in December 2015. The primary goals of AFTA are (1) to increase ASEAN's competitive edge as a production base in the world market through the elimination within ASEAN and (2) to attract more foreign direct investment to ASEAN with the members, namely Brunei, Indonesia, Malaysia, Philippines, Singapore and Thailand, whereas the purpose of AEC is to transform ASEAN into a region with the free movement of goods, services and skilled labour as well capital and investment. Therefore, the government needs to prepare everything to attract the investors' attention. In this case, Indonesia must prepare itself to improve the quality not only of its goods and services but also of its human skills, so that it would not serve as a mere market for other countries in the region but it should also become a big exporter of skilled workers. In promoting our countries, the media tools of tourism are really necessary to let the tourists or investors know more about the places they want to visit.

Regarding to the explanation above, the researcher is interested in analyzing the result of translation in some guidebooks which are provided in the tourism office. She has chosen one of the media tools of tourism in North Sumatera namely the Discovery of North Sumatera Guidebook. This guidebook contains of much information about North Sumatera. It is written in three languages, Indonesian, English and Mandarin but the researcher has limited the scope of analyzing the translation in two languages namely, English and Indonesian.

The guidebook will be analyzed based on the theory of Baker (1992). She has proposed that there are five levels of equivalence namely equivalence at word level, equivalence above word level, grammatical equivalence, textual and pragmatic equivalence. Whereas, the research will only focus on non equivalence at word level which means that the target language has no direct equivalent for a word which occurs in the source text. In this case, the errors in translation mostly are resulted from non equivalence between the source language (SL) and the target language (TL). She acknowledges the importance of individual words during the translation process, since the translator looks firstly at the words as single units in order to find their equivalent in the target language.

The data of this research will be analyzed in line with Baker's theory. It deals with the common problems of non equivalence at word level in the result of translation from Indonesian into English language found in the Discovery of North Sumatera Guidebook. The non equivalence problems will be analyzed in line with the theory of Baker (1992) as the example shown below and the complete data can be seen in the Appendix :

Data 20

Source Language :

Banjir juga *sering*

Target Language :

Floods are *common*.

Data 68

Source Language :

diperkirakan tahun 2011 sebesar US\$ 8,71 milyar

Target Language :

is expected to become US\$ 8.71 % in 2011

From data 20 and 68, the type of non equivalence problem is the source language and target language make different distinction in meaning. There were syntactic and semantic problems here. The target language make more distinction in meaning than the source language. The word “diperkirakan” is not the same meaning with “expected”. If we consult to the Oxford dictionary, the word “diperkirakan” is estimated. “Estimate” means “to guess the cost, size, value, etc”. Whereas “expect” means “to think or believe something will happen”.

Besides this problem, there is another problem not including in the theory. The problem is that some words in source language are not translated in target language properly or those words are lost in translation. It means that the reality of Baker’s theory is contradiction because the expectation is not same with the theory. Through this phenomena, the researcher will try to conduct an analysis in line to the problems of non equivalence at word level.

1.2 The Problems of the Study

This study aimed at stressing the significance of equivalence in translation process. The problems of the study were formulated in the following :

1. What types of common problems of non equivalence at word level were found in the Discovery of North Sumatera Guidebook?
2. What type of common problem of non equivalence at word level was dominantly used in the Discovery of North Sumatera Guidebook?
3. In what context did the dominant type of common problem of non-equivalence at word level occur in the Discovery of North Sumatera Guidebook.

1.3 The Objectives of the Study

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

1. To find out the types of common problems of non equivalence at word level in the Discovery of North Sumatera Guidebook.
2. To find out the dominant type of common problem of non equivalence at word level in the Discovery of North Sumatera Guidebook.
3. To explain in what context the dominant type of common problem of non equivalence at word level occurs in the Discovery of North Sumatera Guidebook.

1.4 The Scope of the Study

The main topic of this research is related to non equivalence at word level as proposed by Baker (1992). She explores the notion of equivalence at different levels namely equivalence at word level, equivalence above word level, grammatical equivalence, textual equivalence and pragmatic equivalence. These levels of equivalence are closely related to the translation process, including all different aspects of translation and hence putting

together the linguistic and the communicative approach. In equivalence at word level, she finds eleven common problems of non equivalence such as culture specific concepts, the source language concept is not lexicalized in the target language, the source language word is semantically complex, the source and the target languages make different distinctions in meaning, differences in expressive meaning, the target language lacks a superordinate and so on.

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 field and as a guideline to overcome the non equivalence problems in translation.

Practically, the study findings can enrich the knowledge about the common problems which often occur in a translation, besides this can also be helpful as a reference for those who are interested in conducting a further study especially for those who want to be professional translators.

It is finally expected that the findings of this study are beneficial for the tourism department to pay attention in providing the right information through the mediation tools such as brochures, leaflets, guidebooks, etc. especially for tourists so that the misunderstanding or misinterpretation will not occur anymore.