

CHAPTER I

INTRODUCTION

1.1 Background of the Study

The advances in technology field of communication in this globalization era is growing rapidly. Communication becomes an essential requirement for humans, because by communication, everyone can interact with other human beings all over the world. Language becomes a mean of communication for human being (Chaer, 2004: 11) because language has several characteristics that can mark these symptoms, one of them is which the language is human, it means that the language as a means of verbal communication only possessed by humans.

Although the language can be used as the primary communication tool for people in the outside world, in fact almost every place on earth has its own language with its difference rules from one another. This is in line with the characteristics of another language that the language is diverse, it means that although the language has certain rules or the same pattern, but the language is used by heterogeneous speakers in different social background and different habits (Chaer, 2004: 14). These facts raises new difficulties for individuals who do not master these languages. Because the role of language in the development of human civilization so important, then to find the solving efforts to overcome communication problems that arise due to different languages. Here is needed translation field to bridge between one communicator and others so that it creates communication process by using different languages, so that the exchange of messages is meant to run well.

The advancing of a country cannot be separated from the development of science and technology. In developing countries, including Indonesia, the developing of science and technology is indispensable. Indonesia's efforts to broaden and deepen their knowledge of technology cannot be separated from the role of foreign countries. The development of science and technology in developing countries has been very rapidly, technological advances even in some developing countries can be said to have a global, it means that the results of technological advances are being enjoyed in other countries. As such this condition certainly cannot be separated from the support of good cooperation between countries. One effort to develop a good cooperative relationship can be created through effective communication by using language, although every countries has different languages. Therefore translation becomes very important to master for humans to convey messages from one language (source language) into another language (the target language) well.

One of the global communication technology product is mobile. The existence of mobile phones, internets and so forth. It is kinds of an opening eyes that there is no distance between one man to others in the world. The existence of these communication tools greatly simplify perceived humans in performing its duties and work. Such technological advances are not only felt by developing countries in producing these technologies, but also can be felt by other countries, who become consumers for goods or tools such technology.

In marketing the product, needs to include the manuals of these products in order to assist users in operating the product in question. Ideally, the products are marketed to different countries must be equipped with the manuals translated

into different languages the user state (in this case English - Indonesian), so that the manual can be used as a guidance to guide the user in assembling or operating the technology products, even people who buy or use a product which person does not have a particular skill in that field (technicians). Thus the existence of user guide book is very important.

To translate the userguide book must be carefully and accurately so in delivering a message from the source language into the target language, it will not be one missed or deviated from the actual intent. Inaccuracy in translating the manual can lead to fatal errors, such as a tool does not function properly, or even not be operated appropriately.

Text or phrase in the user guide book by accompanying a product, it usually has a different form or type of sentences or existing text in the other books, the literary, the scientific creation or others. The sentences are contained in manual book usually simple form, straightforward and command sentences form.

In translating the user guide text, it is used the certain way of translation. It is useful to creat the right and accurate translation form that is needed by a user. Commonly when we will translate user guide book, it uses kinds of pragmatic translation, eventhough there will always be possible by using another kinds of translation. For instance, free translation, word for word, and so forth. It is cetainly line with the concept of pragmatic translation that refers to rendering a meaning by concerning the message occuracy to inform from source language to target language precisely (Nababan, 2003: 34). In translating the user guide text, it is used the certain way of translation. It is useful to creat the right and accurate

translation form that is needed by a user. Commonly when we will translate manual book, it uses kinds of pragmatic translation, eventhough there will always be possible by using another kinds of translation. For instance, free translation, word for word, and so forth. It is cetaintly line with the concept of pragmatic translation that refers to rendering a meaning by concerning the message occuracy to inform from source language to target language precisely (Nababan, 2003: 34). Furthermore, to translate user guide book, a translator must consider the techniques occur in translation. It is choosen so that the translation product can have a certain quality and readable for readers (technology users) translate user guide book, there are many words, phrase, clause and sentences occur in techniques.

Based on the definition above, it is clear that in translating a text means that to transfer source language to target language. Translation is the constitute of material text changing from source language to the target language. Likewise also contained in Nokia 1661 User Guide. Baccuse it more talks about the technology that mostly the word terms come from western country, so that it uses frequently techniques in translation.

There are some studies had discussed about the translation techniques. Sepielak (2014) in her research entitled *Translation techniques in voiced-over multilingual feature movies*. This research maps out the use of translation techniques used for multilingual interactions in voiced-over movies. The results reveal that translation techniques used to translate multilingual elements do not significantly differ from those used when approaching SL (main language of the source text) elements. However, the effect they can have on multilingualism

might be completely different from that intended when translating SL. Molina and Albir (2002) in their journal had presented a classification of translation techniques that had been tested in the study of translation of cultural elements in Arabic translations of *A Hundred Years of Solitude* by Garcia Marquez. . The aim of this study was to find which types of techniques the translator uses, to compare the SL and the TL versions, and to investigate how faithful the translator is to the original text. Dyka Santi Des Anditya (2014) in her thesis entitled *Translation Techniques and Equivalence In The Indonesian Translation of ASEAN Charter* discussed the translation techniques and equivalence in legal text translation. The object of this research was the ASEAN Charter, both the English and Indonesian texts. A descriptive-functional approach was employed in the comparison between the ST and TT's legal features. The analysis was limited on the textual contents of the object of research comprising all words, phrases, clauses, sentences and the whole text using referential, translational, distributional and ideational methods.

Those are previous research result as inspiring the researcher to do a further study on translation techniques. The researcher chooses Nokia user guide as the object of the research by using translation techniques.

There are also techniques used in translating the text book of Nokia User Guide. Translation techniques are procedure in collecting text as local eventhough individuality. It operates in small scale than a text. It is useful to achieve the results of real linguistic. Molina and Albir (2002:509) defines translation techniques as a translation process that is carried out in relation to the purpose of translation.

Molina and Albir classified 18 techniques that can be used for translator in analyzing and classifying how equivalence translation is applied in different part

of linguistic. In this case, Nokia's user guide book is used as the sample. There are many technology terms can not be translated and understandable less for laymen. Sometimes technology language terms is only understood by a part of person that involve field particularly. Here are the examples of translation techniques included to Nokia user guide book:

1. SL : Bluetooth

TL : Bluetooth

2. SL : Download

TL : Download

In the sample number 1 above, it is clear that the SL The word '*Bluetooth*' is translated into *Bluetooth*. The word '*Bluetooth*' is not translated, and it does not change the real meaning of the source language. It is because Indonesian has already known this term. *Bluetooth* is a wireless protocol that connects electronic devices while they are close to each another. *Bluetooth* is one of the applications in mobile phones. The name "*Bluetooth*" is derived from the name of a king in the late 10th century. "Harald Blatand" or also called Harald Bluetooth, likely because it's dark teeth. While the Bluetooth logo come from the union of two German letters with the letter 'H' and 'B' (abbreviation; Harald Bluetooth), namely (Hagall) and (Berkanan) then both are combined. That is why the translator does not change the source language into target language. And the second preliminary data above the word, there is a source language that is translated into a target language by using borrowing technique. The word '*download*' is translated into *download*. The word '*download*' is not translated, and it does not change the real meaning of the source language. It is because Indonesian has already known this term.

Download is kind of process in computer. Actually the form of *download* can be translated into *unduh*, but the translator does not change the form into Indonesian form.

From explanation and data sample above, translation is not a simple thing that we are thinking about. But translation is a complex way and needed wide knowledge and accurate source to transfer that translation product can be understood and accepted. Especially technology language which its existence is too close with us. Almost the whole the technology product has been imported from western country. The user guide uses English as source language and Indonesian language as target language.

The views and phenomena described above is the background of the researcher's interest to make the problem of translation as a research topic of a product issued by a Telecommunications Company.

This research is entitled: "Translation Techniques Used in Nokia 1661 User Guide " in this thesis. It examines a translation product from the source language to the target language in terms of the applicable techniques as well as the shift in the process of translation in text books that correlate to each other.

1.2 The Problems of the Study

Based on the background of the study, the problems of the study are formulated as follows:

1. What kind of techniques occur in translating Nokia 1661 User Guide?
2. How are the techniques used in translating Nokia 1661 User Guide?
3. What is the dominant technique used in Nokia 1661 User Guide?

4. Why the dominant technique happens in translating Nokia 1661 User Guide?

1.3 The Objectives of the Study

Based on the problems of the study, the objectives of the study are formulated as follows:

1. To find out the techniques which occur in translating Nokia 1661 User Guide Book.
2. To describe the techniques used in translating Nokia 1661 User Guide Book.
3. To find out the the dominant technique used in translating Nokia 1661 User Guide Book.
4. To find out why the dominant technique happens in translating Nokia 1661 User Guide Book.

1.4 The Scope of the Study

This scope of the study is limited on translation techniques realized in Nokia 1661 User Guide Book which are translated from English into bahasa Indonesia.

1.5 The Significances of the Study

The findings of this research give some contributions to the readers for those who are concerned with this study. In the following the significances of the study are stated theoretically and practically:

1. Theoretically

Theoretically, the use of the finding is described as follows :

- 1) The study can enrich the knowledge about translating from SL to the TL particularly Nokia user guide book.

- 2) The study improves the implication of techniques in translating from SL to the TL.

2. Practically

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

- 1) By knowing the techniques, it is expected that the translator will find the right way in translating the technology book into Indonesian.
- 2) It would like to contribute information to practitioners, prospective, translator and student of translation courses and any others readers who are interested in studying translation especially in techniques.