

## CHAPTER I

### INTRODUCTION

#### A. The Background of the study

Humans as social beings in interaction require communication which can be understood by each other. Communication process requires a tool to convey the message that is language. Language is a system that connects thoughts, which cannot be heard, seen, or touched, with sound, letters, manual signs, or tactile symbols (Gerals and James, 2010:5). Language is one of the most important aspects of human life, because it is a tool of communication among people to contribute their ideas, without a language people will finds difficulties to communicate and express their idea, thought and wishes..

Language is a sign system to identify things in the world according to the society and it is also needed for human being to exchange information, goods and service. Language existence not only in one single pattern, but there are some language that represent the culture according to the consensus of each social group, such as English and Indonesian language that have different culture which influence the language use.

English as an international language, many countries used it as second language. English language serves as an important medium for communication among the people from different nations. Many English texts have been translated into

Indonesian and vice versa. From the differences described earlier, it requires the process of translation.

Translation is a general term that refers to the removal of reflections and ideas from the source language (SL) and the target language (TL), which translation is the process of transferring message or meaning from one language (source language) to others (target language). According to Nida and Taber (1982:33) the good translation should follow the step of the process.

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 other 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 the target language (TL). Translation cannot 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.

In translation there are techniques and methods needed. Techniques differ from the methods. Based on the definition in Kamus Besar Bahasa Indonesia (KBBI), technique is a system engineering to do something while the method is regularly used way to carry out a job to be achieved in accordance with the desire. Based on such understanding, methods are wider than a technique but interrelated. In using a method, a translator need a varied technique. In relating to term of translation methods, Newmark (1988: 81) explain that translation methods related to whole texts, translation procedures are used for sentences and the smaller units of language.

Hatim and Munday (2004: 6) define translation as “the process of transferring a written text from source language (SL) to target language (TL)”. In this definition they do not explicitly express that the object being transferred is meaning or message. They emphasize on translation as a process.

In process of translation, the translator must be carefully identifying the source language into target language when she or he tries to transfer the message. The translator must realize the different things between source language and target language, consequently he or she has to find its equivalent in target language that is suitable and has the same sense in source language. The translator also has to deal with two different languages expressed in the forms of words, phrases, clauses or sentences. The translator must concern himself with finding the target language translation equivalents.

The applying of translation method and find in booklet. Booklet is a media that used to promote product, place or the other and also persuade the reader. The purpose of the booklet is to give information to the reader about something that promoted which can make the reader more understand. Nowadays we can find the booklet easily. The one example of booklet is tourism booklet. The booklet promoted the natural, historical, and cultural heritage of the place that can persuade the reader to visit that places.

The tourism booklet that chosen for this research is *Tapanuli Utara Tourism Booklet*. The booklet consist of two language i.e. Bahasa and English is the translation from Bahasa.

The main reason for doing this research is to find the methods used in translating the tourism book. Researcher conducted an analysis in “Tapanuli Utara Tourism Booklet” since the result of the translation method used in in the “Tapanuli Utara Tourism Booklet” have been used.

This study focused on the method used by implement of the theory propose by Peter Newmark (1988) . According to Newmark (1988:45) there are eight kinds of translation methods which is the translator used in translator used in translating the foreign language, they are: word-for-word translation, literal translation, faithful translation, semantic translation, adaptation translation, free translation, idiomatic translation and the last is communicative translation. And this translation method would be analyzed in the data.

## **B. The Problems of the Study**

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

1. What kinds of translation methods are used in the text of *Tapanuli Utara Tourism Booklet*?
2. How are the translation methods realized ?
3. Why are the methods used in the *Tapanuli Utara Tourism Booklet* into English?

### **C. The Objectives of the Study**

In line with the problems the objectives of the study are:

1. to analyze out the types methods are used in the translation of “Tapanuli Utara Tourism Booklet”,
2. to describe proportions of the method used and,
3. to describe the reasons for translations method used in translating “Tapanuli Utara Tourism Booklet” into English language version is the ways they are.

### **D. The Scope of the Study**

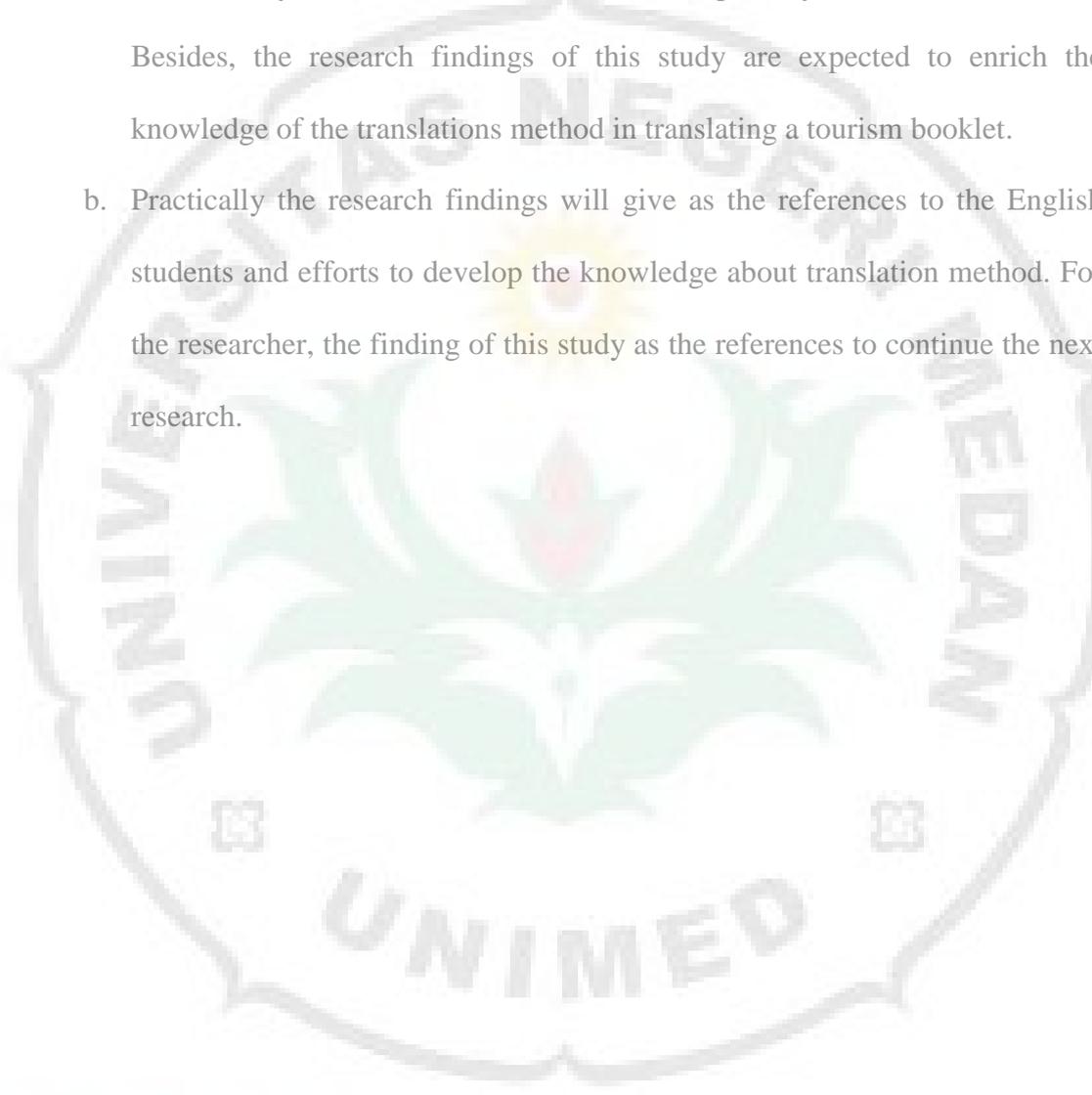
The scope of this research is limited to translation method applied in the “Tapanuli Utara Tourism Booklet” by using the method translation Newmark (1998).

This reasearch is focus on analyzing and describing eight translation method and also to find the most dominant of the translation method in “Tapanuli Utara Tourism Booklet”.

### **E. The Significances of the Study**

The findings of this study are expected to give theoritical and practical significances:

- a. Theoretically, to introduce about translation especially in translation method. Besides, the research findings of this study are expected to enrich the knowledge of the translations method in translating a tourism booklet.
- b. Practically the research findings will give as the references to the English students and efforts to develop the knowledge about translation method. For the researcher, the finding of this study as the references to continue the next research.

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