

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Being a good translator is a hard job. There are many problems faced. The translator, of course, should be able to overcome the language and culture system differences. If they have mastered that knowledge, of course, it will help them reproduce in the target language not only accurate meaning but also appropriate styles. In a translation task, culture is an important element. When the translator does a translation, he does not only transfer the idea or information, but also the culture.

Torop (2002:600) states 'Culture has its own sign systems or languages on the basis of which the members of the culture communicate. Thus, one possibility to understand culture is to learn the language of the culture, the sign systems operating within the culture.' From the statement, it can be concluded that, in the translation, some words in the SL cannot be changed to the TL as caused by the cultural background of the words. Newmark (1988:94) defines culture as 'the way of life and its manifestations that are peculiar to a community that uses a particular language as its means of expression'. Meanwhile, Shuttleworth & Cowie (1997:35) define cultural translation as 'a term used informally to refer to types of translation which function as a tool for cross-cultural research, or indeed to any translation which is sensitive to cultural as well as linguistic factors'.

To be able to successfully translate a literary text, translators need to overcome the cultural words. Newmark (1988:95) explains that most cultural

words are easy to detect, since they are associated with a particular language and cannot be translated literally. This is due to the fact that literal translation would distort the meaning, and translators need to respect all foreign countries and their cultures.

Eugene Nida (1964:91) divides culture into five types: ecology, material culture, social culture, religious culture and linguistic culture. Adapting Nida, Newmark (1988:95) divides cultural word categories as follows:

- 1) Ecology-geographical and territory
- 2) Material culture-food, clothes, places, transportations
- 3) Social culture-leisure and work
- 4) Organization, customs, ideas-artistic, political and social, religious
- 5) Gesture and habits

It would seem fairly evident that a creative literary translator must possess good cultural knowledge in order to ideally transfer the meaning into the TL.

Newmark (1988:82-91) states that there are 17 translation procedures, they are transference, naturalization, cultural equivalent, functional equivalent, descriptive equivalent, synonymy, through-translation or calque, shifts or transpositions, modulation, recognized translation, translation label, componential analysis, reduction and expansion, compensation, paraphrase, couplets, and notes.

James (2002) divides cultural divergence results into four implications towards translation, they are (a) searching the closest equivalent meaning, (b) interpreting explicit meaning in the sentence pattern, (c) adjusting the translation process with translator's ideology, and (d) understanding the way of life in both

cultures. The first, second, and fourth implication is related to cross cultural understanding and the adjustment of closest concept, institution, or names containing cultural meaning in the target language. The third implication is related to principles or beliefs to make the translation acceptable. If the translator orientations are on the adaptation of target language culture, which make their work, does not sound as the translation work, then the ideology is named as domestication. Hence, if the translation is intended to make readers feel the existence of the source language culture, the ideology is called foreignization.

There are numerous studies that have described and raised many issues on the different procedures in translating the cultural words. Naraswari and Nugroho (2015) analyze translation procedures of culture bound words used in visitor guide of Jawa Tengah. The research was aimed at finding the cultural words and translation procedures. As the findings, they found 102 cultural bound words where material culture appeared the most and the mostly used translation procedure was cultural equivalence.

Fedora (2015) in her research analyzes the cultural words found in the Indonesian novel *Laskar Pelangi* written by Andrea Hirata, and its translation, *The Rainbow Troops* by Angie Kilbane. The aim of her research was to find out the procedures used in translating the cultural words and to identify the shift in meaning that occur in translating the cultural words. The results indicated that there were four categories of cultural words found in the novel of *Laskar Pelangi*. The categories were ecology, material culture, social culture, organization, customs, activities, procedures and concept, where the material culture appeared

the most. Then, in translating the cultural words, the translator tended to use cultural equivalence procedure in the translation. Afterwards, there were seven cultural words which shifted in meaning in the translation.

Hasibuan (2016) in his thesis analyzed culturally loaded words and phrases in novel *Frankenstein* translated into Bahasa Indonesia by Anton Adiwiyoto. The aim of the research was to describe the categories of culturally loaded words and phrases in novel *Frankenstein* and describe how the culturally loaded words and phrases are translated into Indonesian. The results of the research showed that the most used category of culturally loaded words and phrases was ecology and the most used translation procedure was cultural equivalent.

From the research findings of some studies above, it can be seen that there are differences in case of which cultural word appears the most while they found the same most used translation procedure in translating cultural words, which is cultural equivalent. Analyzing the opposite, the researcher will analyze translation procedures from English cultural word into Bahasa Indonesia in the novel “*The Associate*” by John Grisham, which has been translated into Bahasa Indonesia by Siska Yuanita.

John Ray Grisham Jr. is an American bestselling writer, attorney, politician, and activist best known for his popular legal thrillers. His books have been translated into 42 languages and published worldwide.

John Grisham’s legal thriller “*The Associate*” tells the story of young hotshot law student, Kyle McAvoy, who is blackmailed by a clandestine organization to infiltrate the biggest law firm in the world, Scully & Pershing, to

steal some highly confidential information involved in a multi-billion dollar lawsuit.

Novel is one of texts that is full of cultural meanings. This novel contains many technical terms of cultural aspect, which recognizes readers the author's background culture.

Belloc in Bassnett-McGuire (1980: 116-117), in his opinion, states that translating fictions should obey these rules: translators should consider the text unity; translators should find the equivalent idiom of the target language idiom; translators should be aware of words or structures which is almost the same in both languages but actually different; translators should catch implicit meanings intended by the author; translators should be brave of changing every single part which should be changed briefly.

As this study focuses on the translation product, the researcher analyzes and clarifies the procedures that are decided on this translated novel.

Related to the procedures of the cultural word translation, following are the examples of the translation:

1) SL: In spite of **one-man show**, the game was out of reach.

TL: Kendati dengan adanya *one-man show*, angka sudah jauh dari berimbang.

In the example above, it can be seen that the translator still preserves the word **one-man show** into the target language. The translator writes the word **one-man show** using italic form, but does not give an additional explanation about the meaning of the word **one-man show**. The translator should give an additional

explanation of the word because **one-man show** is not a common word known to many people. The translator does not use other words that approach the meaning of the word. Maybe it is feared, if the word of **one-man show** is translated to other words, it cannot represent the desired meaning. In this case, the translator uses transference as the translation procedure to not change or make other assumption about the meaning of the word, then the word becomes a loan word.

- 2) SL: At the far end of the court, just under the ancient scoreboard, a man in a dark suit walked through the door and leaned against the **retractable bleachers**.

TL: *Di ujung lapangan sana, tepat dibawah papan angka yang sudah kuno, seorang pria bersetelan jas melangkah masuk dan bersandar di **bangku penonton yang dapat dilipat**.*

In the example above, it can be seen that the translator chooses **bangku penonton yang dapat dilipat** as the most equivalent word for **retractable bleachers**. The term retractable, according to the Oxford Dictionary, 'is able to be drawn back or back while bleachers is a cheap bench seat at a sports ground, typically in an outdoor uncovered stand'. By concerning the meaning from the dictionary, **bangku penonton yang dapat dilipat** is not fully represent the meaning of the desired the source language to the target language. In this case, the translator uses functional equivalent as the translation procedure which is getting the closest meaning. Different from the first example, the translator transfers the cultural words with an approach.

As some examples shown above, they indicates that there is not only one approach and procedure that can be used to translate cultural words.

1.2 Problems of the Study

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

- 1) What is the most dominant cultural words' category in "The Associate"?
- 2) How are the cultural words in "The Associate" translated into Bahasa Indonesia?
- 3) Why are the cultural words in "The Associate" translated as the ways they are?

1.3 Objectives of the Study

The objectives of the study are as follows:

- 1) To investigate the most dominant cultural words' category in "The Associate"
- 2) To synthesize how the cultural words in "The Associate" are translated into Bahasa Indonesia
- 3) To explain why the cultural words in "The Associate" are translated as the ways they are

1.4 Scope of the Study

The research focused on the cultural words found in “The Associate” written in English and its translation into Bahasa Indonesia. Another focus is the translation procedures used by the translator. The theory proposed by Newmark will be applied to analyse the cultural words’ categories and the translation procedures.

1.5 Significance of the Study

The findings of the study are expected to be relevant and significant theoretically and practically as described below:

1. Theoretical significance

Theoretically, the findings of this study will be useful for others as a guideline and source in studying about cultural words in any translation and helps them to interpret the text to understand the real meaning.

2. Practical significance

Practically, the findings are expected to be a guidance for those who are interested in studying translation, especially studying the translation of cultural words.