

CHAPTER I

INTRODUCTION

1.1 The Background of the study

Translation is a medium to transfer the information. It can be a bridge which connects the people from the different languages and cultures. From the differences, it requires the process of translation.

In this era, there are many inventions of advanced technologies and one of them is internet. Internet is an invention of technological advancement used as the connection worldwide and also as a tool to find information. When we are connected to internet, we will found many sites, and every site has different function and characteristics. Such as Google Translate or Webtoon Application.

Webtoon is one of digital comic which from South Korea that was fun for all people for reading with a picture. Such as True Beauty or in Korean it is called as *Yeosin-gangnim*. It is South Korean Webtoon, written and illustrated by Yaongyi (Kim Na Yaong). The genre of this webtoon is Romance comedy. The first published in Never Webtoon since April 2nd, 2018. Then, True Beauty were published on Naver's non-korean (Thailand and Indonesia) version on 14th and 19th May 2018. The Chinese version followed on June 29th, 2018 while the english version was released in August 14th, 2018. In 2019, True Beauty was also translated into Spanish and French was released on November 21st and December 18th. It centers on young woman who mastered the art of makeup in her teenage years in order to transform herself into gorgeous 'goddess' after being bullied and discriminated because of being perceived as ugly. As of January 2021, the official English version of true beauty has accumulated

5.7 million subscribers. A print version was released on October 29, 2020 by YoungCom. It was also adopted into television series of the same name which premiered on tvN on December 9, 2020.

As explained above, Webtoon True Beauty has multilingual languages. We do not know who is really a translator. There were two possibilities in translating in Webtoon, the experts or translate by machine translate and because the researcher has not skills in Korean language. So, the researcher assumed to compare (Analysis) English Version to become the SL and Bahasa become the Target language in this study.

In process of translation, the researcher found the equivalency from this Webtoon. Equivalence is one of important parts in translation. We must be careful to analyze the source language into the target language and must realize the different things between source language and target language. For example in episode 18 of True Beauty Webtoon by Yaongyi in source language "Red ginseng juice? What? Is he 75 or something?" then translate into "*kakek-kakek ya?*" into target language. Based on the example it was included readability because the target language is easy and enjoyable to read. The translated more simple.

Molina and Albir (2002) states Translation method refers to the way of a particular translation process that is carried out in terms of the translator's objective, example; a global option that affects the whole texts. Based on Molina and Albir statement, translation focused on their object for example; a global translation affecting to the whole text. It means the translation of the text determined by translation method which adopted by the translator because the purpose and message of the translator will affect to the whole translation of the text. It was reinforced Newmark's in Ordinary

(2007) who states that while translation methods relate to whole texts, translation procedures are used for sentences and the smaller units of language.

In the translating process, the translator 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. That is why in every stage of translating process, a translator often finds some difficulties which can be classified into: (1) difficulties in the analysis and understanding of the source language, (2) difficulties in the process of transferring and in finding target language equivalents, and (3) difficulties in restructuring the transferred material to get the best result of translation Soemarno (1991).

Newmark (1988) states that there are four processes of translation: (1) The SL text level, the level of language, where one begins and which one continually (but not continuously) goes back to. This is the level of literary translation of the source language into the target language, the level of translation has to be eliminated, but also acts as a connective of paraphrase and the paper-down of synonyms. Translation is pre-eminently the occupation in which the translator has to be thinking several things at the same times. (2) The referential level, the level of objects and events, real or imaginary, which progressively has to be visualized and built up, and which is an essential part, first of the comprehension, then of the reproduction process. One should not read a sentence without seeing it on the referential level, whether text is technical or literary or institutional, one has to make up mind summarily and continuously. (3) The cohesive level, which is more general and grammatical, which traces the train of thought, the feeling tone (positive or negative) and the various presuppositions of the SL text. This level encompasses both comprehension and reproduction: it presents an overall picture,

to which the language level has to be adjust. This level also links the first and the second level. It follows both the structure and the moods of the text. (4) The level of naturalness, of common language which is appropriate to the writer or the speaker in a certain situation. Natural depends on the relationship between the writer and the readership and the topic or situation. What is natural in one situation may be unnatural in another, but everyone has a natural, 'neutral' language where spoken and informal written language more or less coincide.

One of the causes which makes a translator difficult to produce a good translation is different grammatical structure of the source and the target languages. Baker (1992) states that differences in the grammatical structures of the source and the target language often result in some change in the information content of the message during the process of translation. For example: the different grammatical structure between English and Indonesian.

Newmark (1988) states translation is rendering the meaning of a text into another language in the way that the author intended the text. Based on Newmark statement, translation is not merely at changing words, but also transferring of cultural equivalence with the culture of the original language and the recipient of that language as well as possible. The better translation must be accepted by all people in logic and based on fact; thus, the message which contained in the source language (SL) can satisfy the target language (TL) reader with the information within.

The researcher needs a preliminary data to conduct the study. The data taken form True Beauty story in Webtoon.

Data 3: episode 2

Jukyung asked juyong about her makeup challenge.

Jukyung: hey, what do you think? Do I look okay?

Jugyong: aah my eyes, oh my heart. That's enough to blind a man at the first sight.

Jukyung: get out.



SL: hey, what do you think? Do I look okay?

TL: *eh, gimana? Oke enggak?*

From the quotations above, the translator was trying to modify the translation into more understandable sentence. The definition of **what do you think? And Do I look okay?** is “what do you think? Do I look okay?” is modified by the translator into *eh gimana? Oke enggak?* The translated word is more common than the words on source text. It was done by the translator so the reader can easily understand the sentence.

Based on the explanation above, we know that in translate a story or sentence we should know the method first, the culture and others. If we translate into word by word the meaning of the story or sentence will not match with a message from the writer. And it will be a big problem for us as a reader in reading the story or sentence. The other reasons for choosing this Topic was that based on viewers of True beauty by Yaongyi has a good rating, it has been translate into many language such as English, Spain,

Indonesia, French, Thai, and China, it has 26.7 million readers in webtoon. And now, they are doing film project and it will be released on December 2020.

From the condition the researcher need another previous study which help to fix this paper. Wiwin (2019) analyzed the equivalence of phatic expression from Indonesian to Arabic and to look over shift of translation and form so the message from source language is delivered reasonably to target language and for the result of this study there are seven un-translated particles; thirteen translated according their phatic functions; two translated into other forms; and two absorbed phonetically.

Rahmah (2018) analyzed the thematic roles and equivalence English and Indonesia which found in the conversations of one of Webtoon stories entitled *Orange Marmalade*. The result of this research was there are fifteenth thematic roles played by the entity, forty one rules of thematic roles whereas noun phrases as a subject explained by roles agent, experiencer, and author appear the most in the conversations based on topicalization.

Rahmadi (2019) investigated the types of translation shift and quality of translation of the noun phrase in Webtoon Comic *I Love You* in term of its accuracy, acceptability, and readability. The result of this study, there are two types of translation shift (level and structural shift). In structural shift there are 662 (84.763%) data and level shift there are 199 (15.23%).

Dewi (2019) investigated Onomatopoeia and strategy of translation in Webtoon comic *New Normal: Class 8*. The result of this study, there are one hundred and twenty eight onomatopoeias in the Webtoon comic and three strategies applied by the translator. The strategies are maintenance (eighteen onomatopoeias), loan translation

(nineteen onomatopoeias), and adaptation (ninety-one onomatopoeias) which is the frequently-applied strategy by the translator.

1.2 The Problems of the Study

Based on the background of the study above, the problems discussed in this study were:

1. What types of translation method were applied in Webtoon story: True Beauty as digital comic by Yaongyi?
2. How were the types of translation method applied in Webtoon story: True Beauty as digital comic by Yaongyi?
3. Why were the types of translation method applied as the way they?

1.3 The Objectives of the study

In doing the analysis, some objectives in this analysis were to:

1. To investigate the types of translation methods were applied in the Webtoon: true Beauty story as digital comic by Yaongyi.
2. To describe the process of translation methods was applied in the Webtoon: true Beauty story as digital comic by Yaongyi.
3. To explain the reasons why the translation method applied in Webtoon story: True Beauty as digital comic by Yaongyi.

1.4 The Scope of the study

The study was focused on the sentences of words by Jukyung as the main character which is used in translating Webtoon story: True Beauty as digital comic by Yaongyi.

1.5 The Significance of the study

This study had several benefits for both theoretically and practically. Theoretically, this paper aims to prove the theory of translation, especially translation method. Besides, this paper enriches the knowledge for the writers and the readers in translating Bahasa story to English story.

Practically, by knowing the translation procedures, it was expected that the translators will be able to apply the appropriate used the method or theory in translating the English into Indonesian and It also would like to contribute information to the practitioners, prospective translator, students of translation courses and any other reader who are interested in studying translation especially in translation Webtoon True Beauty as Digital Comic by Yaongyi.

