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 worl. 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 creats 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 rapidy, 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. Therefor 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 the manual is very important.

To translate the manuals book must be carefully and accurately so in deli vering 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 manual 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 manual 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). In translating the manual 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 manual book, a translator must considers the shifts and techniques occur in translation. It is choosen so that the translation product can have a certain quality and readable for readers (technology users) translate manual book, there are many words, phrase, clause and sentences occur shifted in structural shifts. It is based on Catford's theory in his entitled book " *A linguistic Theory of Translation*". Catford (1965: 73) states that by shift we mean the departure *from formal correspondence* in the process of going from the source language to the target language. Further, he states that basically, in shift of translation, or transposit ion he says, it is only the form that is changed. In addition, he urges the translation shift is done to get the natural equivalent of the source text message into the target text (1978: 76). Translation shifts also occur when there is no formal correspondence to the syntactic item to be translated (Machali, 1998: 3). According to Bell (1991: 33), *to shift* from one language to another is, by definition, to alter the forms.

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 AD6888G Smartfren's User Manual book. It is not only shifted in

meaning but also the shift in the level of morpheme. Bacause it more talks about the technology that mostly the word terms come from western country, so that it is used frequently maintained, for instance :

1. Sl : Volume Key

   TL : Tombol Volume

2. SL : To adjust the volume level

   TL : Untuk menyesuaikan tingkat volume suara

Based on the example above, it is clear that the sample number 1 shows that "volume key" is translated into "tombol volume". In this sample occurs a shift in grammatical which is called structure shift. It occurs from word structure of Modifier Head in SL becomes Head Modifier in TL.

SL : Volume Key

TL : Tombol Suara

While the sample number 2, the clause "To adjust the volume level" is translated into "Untuk menyesuaikan tingkat volume suara". In this sample there is a shift in intra system. It occurs when SL and TL in posses approximately corresponding system, but the translation product does not show the correlation of term "*The*" to the TL system .

Based on the data above, it shows that when a translator will translate a text, such as user manual smartfren's book that is occuring shifts. Aside from shifts, there are also techniques used in translate the text book of smartfren's. 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, smartfren‟s user manual 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. As the sample from translation techniques include to smartfren‟s user manual as follow :

1. SL : The Bluetooth messenger

   TL : Bluetooth messenger

2. SL : Download

   TL : Download

In the sample number 1 above, it is clear that the SL *"the Bluetooth messenger"* is translated into *Bluetooth messenger*. In this sample used borrowing technique. It is just deleting „*the'* in the target language but it does not change the real meaning of SL. The clause „*The Bluetooth messenger'* is left-untranslated because Indonesian has already known kinds of this term. Actually the form of *The Bluetooth messenger* can be translated into *Pesan Bluetooth,* but the translator does not change the form into Indonesian form. *Bluetooth* is a wireless protocol that connects electronic devices while they are close to each another. *The Bluetooth messenger* is searching for active devices on which this service is running or needed it will allow users to transfer text messages via bluetooth connections in short distances. *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 existance is too close with us. Almost the whole the technology product has been imported from western country. The user manual 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 Shifts and Techniques Used in AD688G Smartfren‛s User Manual" 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.

The initial observations related to the title of this study is the identification of these text books related to the translation process, which in general is the approach to word for word translation, literal translation, faithful translation, idio matic translation, and communicative translation in the target language will be helpful to 'bridge' understanding between the two languages (source and target languages). To facilitate its work, the achievement of desired outcomes technical translation the translator uses some of the translation shifts and techniques as a reference in the translation process which then produce good translations contained suitability of meaning between the source language and the target language. Thus the translation will be a product that is readable and acceptable for public users.

The application of appropriate shifts and techniques on text translation of technology is a necessity. The necessary expertise in the application of specific techniques in the process of translation. Through paraphrasing for example, by modifying, adding, removing, and other relevant translation techniques that exist among some translation techniques are commonly used, as well as the shift is an option that can assist in the stuck to achieve the equivalent of translation product, legible, and acceptable.

1.2   The Problems of the Study

Based on the description of the background of the study state above, the problems of the study are formulated as in the following.

1. What kind of shifts occur in translating AD688G Smartfren"s User Manual ?

2. How are the techniques used in translating AD688G Smartfren"s User Manual?

3. Why are the dominant shifts and techniques used in translating AD688G

   Smartfren"s User Manual?

1.3   The Objectives of the Study

The objectives of the study are formulated as in the following:

1. To describe the shifts occur in translating AD688G Smartfren"s User Manual.

2. To describe the techniques are used in translating AD688G Smartfren"s

   User Manual.

3. To find out the dominant shifts and techniques are used in translating AD688G

   Smartfren"s User Manual.

1.4   The Scope of the Study

This scope of the study deals with translation shifs and techniques in user Manual Smartfren AD688G which are translated from english into bahasa indonesia. This study wants to find out what kinds of shifts and techniques on Manual Smartfern AD6889G dominantly, to find out how shifts and techniques of User Manual Smartfren AD688G. The scope of the study that is reflected from the title above, it is relatively wide because it includes many different kinds of translation shifts and techniques, as well as various aspects related to both these variables as stated in the title of the study.

There is a book of User Manual from Smartfren's from English by PT Smartfren Telcom that is used as the data indonesia Therefore, to avoid the scope of this study. And this research takes some important shifts and techniques in translation.

Therefore, to avoid the scope of this study is too wide and that more focused research, the researcher make a limitation that is :

1. In analyzing shifts in translation that consists two parts, firstly level shifts and secondly category shifts. But researcher makes a limitation just in category shifts. It consist structural shifts, unit shifts, class shifts and intra system shifts

2. In analyzing techniques in translation that focuses based on phrase,and clause. But limitation of this research just analysis singular techniques.It means that just concerns with element techniques in each of phrase and clause.

1.5   The Significances of the Study

The finding of the study are expected to be relevant and significant theoritically.The findings can give conribution to all readers for those who are concerned with this field. In the following significances of the study are stated theoritically and pratically:

1. Theoritically

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

1) The study can enrich the knowledge about translating from SL to the TL particularly Smartfren book.

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

2. Practically

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

1) By knowing the shifts and 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 shifts and techniques.