CHAPTER I

INTRODUCTION

1.1 The Background of the Study

Human beings are social creatures, means that they cannot be separated from human life. It means they need a communication, in our environment people can express their idea, feeling, suggestion, agreement, disagreement, happiness, sadness by communicating with the people around us, from communication that we always use, that wascertainly we use many words in our languages. Where in our daily life we often find many words and languages, that words and languages that always we producing in everyday every time and every second especially for our language as Bahasa, words or languages that we always use is not only Bahasa but also we found many languages including English. While we read some books, novels, advertisements, newspapers and another kinds of words or languages used in English and that is actually with directly feeling we are be a translator and it know that translating is very important to get the information in nowadays. Without translating, the knowledge might be missed. They cannot follow the development of it, in addition if they disable to read in English as a foreign language that will be lost to understanding.

Therefore the abundance of the different nations of the world, then to be connected or sync that makes every reader requires the right translator for each existing translations. Because of the different nations in which they have differences of language and culture, due to variations of it, that led to many

problems for the reader, sometimes the reader found the missing words, not translated at all, the idioms, and even sometimes found unequal meaning in translation, because of frequent of that errors in translation both in English as ST (Sorce Text) and Bahasa as a TT (Target Text), so in that situation make the generate of the ambiguity and make a lot of readers misunderstanding or confuse in understanding the text.

Because of translation is not as easy as the people might think. It is needed some strategies and crucial process to get an ideal translation and its equivalence. Finding equivalence is the most problematic in the other stages. The comparison text which is from SL (Source Language) to TL (Target language) text in different language inevitably involves of equivalence strategies. Equivalence can be said as the most central issues in translation. That"s why a translator needs some strategies to make their translation become equivalence.

The functional translation theory or functionalism didn"t appear overnight it has also experienced a long period of evolution as any other theories, so here we will first make a brief introduction of its background to understand under what situation it emerged. The theory of dynamic equivalence was put forward by Nida based on his definition such, "translation consists in reproducing in receptor language the closest natural equivalent of the source-language message" (Nida and Taber, 1969: 12). Throughout history, translators usually observed that different situations called for different renderings, texts with different purposes and demand respective.

In another word the process of cultural translation is not different from the translation process in general, in the sense that it should consider the target reader, aim of translation and power relations between the source and target languages. These considerations also play an important role in cultural translation and with differing levels of significance. Therefore, the question "can culture be translated?" should really be rephrased into "how is culture translated", which will be discussed in the light of translations cases that have been published, involving Indonesian-English language pair. In general terms, cultural translation is often considered as a notion that is often used as an opposite against linguistic translation. This has been a long debate in the translation world, but we are not going to enter into in this paper. Instead, the focus here will be on cultural translation and the strategies that can be used in such translation. Among the strategies discussed here are domestication and foreignization.

As a break of the former translation theories, the German translation theory, with Katharina Reiss, Hans.J, Vermeer, JustaHolz-Manttari and Christiane Nord as its representatives, had opened up a new perspective to translation studies and bridge the gap between theory and practice, just as Nord (2001:29) said that the view of translation is intended to solve the eternal dilemmas of free vs. Literal translation, adaptation vs. alienation, good interpreters vs. Slavish translation and so on, but therefore such as when once it is known there are need strategies to solve some theories in some part of situation of problem in the context, whereas the approach of strategies will help in the situation that need to appear or explain of text more, in this study that have many encountered it will also find other types

or kinds of it to discuss, according to the terms „foreignization" and „domestication" have been coined by Venuti as means of providing general classification for translation procedures. He defines (1995) this effect is usually achieved through close reconstruction of the ST structure and syntax in the TT and importation of foreign cultural forms.

Domestication is the former refers to the translation strategy in which a transparent and fluent style is adopted in order to minimize the strangeness of the foreign text for target language TT (Target Text) readers. It means making the text recognizable and familiar and thus bringing the foreign culture closer to that of the readers". Venuti points out that "all translation is fundamentally domestication and is really initiated in the domestic culture".

The latter strategy, foreignization translation, designates the type of translation in which a TT "deliberately breaks target conversations by retaining something of the foreignness of the original". It means to take the reader to the foreign culture differences. It encourages a translation practice in which traces of the foreign are left as much as possible within the translated text. The root of the two terms can be traced back to the German philosopher Scleimermarcher"s speech in 1813; he believes that there are only two different methods of translation.

There are only two, ether the author in peace, as much as possible and the reader toward him, or he leaves the reader in peace, as much as possible and moves the author towards him. The former refers to foreignization while the latter refers to domestication. Admitting that translation can never be completely

adequate to the foreign text, Schleiermarcher allowed to choose between a domesticating method, and ethnocentric reduction of the foreign text to target language cultural values, bringing the author back home and a foreignizating method, an ethnodeviant pressure on those values to register the linguistic and cultural differences of foreign text, sending the reader abroad. In translation practice, the two strategies are alternative to a translator.

Translation forms domestic subjects by enabling a process of "mirroring" or self-recognition. Accordingly the foreign text becomes intelligible when the reader recognizes himself or herself in the translation by identifying the domestic values that motivated the selection of that particular discursive strategy. Venuty points out that domestication is transparent and adopted to minimize the strangeness of the original foreign text for the convenience of the target-text readers, and foreignization that are not transparent, that eschew fluency for a more heterogeneous mix of discourse, are equally partial in their interpretation of the foreign text, but tend to fluent their partiality instead of concealing. To sum up domestication as Venuty explain, refers to translation project which "conform to values currently dominating target-language culture, taking a conservative and openly assimilations approach to the foreign, appropriating it to support domestic cannons, publishing trends, political alignments. However, foreignization "entails choosing a foreign text and developing a translation method along lines which are excluded by dominant values in the target language.

Likewise in novel, that is should have same idea and sense that the aims of novel to make the translation which is enjoyable to read and make the reader

keep going on to read the net page, because Sayogie (2009) says that the good novel translation occurs when the impression of receptor language readers is same with the impression of source language text. It may conclude that the translation of novel should be pay attention in the rendition of wholly story and must give the same experience/impression between SL to the TL readers.

Domestication is drived from the mother tongue or as a source text so the readers who read novels, they certainly find difficulties in understanding the content of the texts in the novel. It is needed a proper translator for every languages that used by every countries, then translated into their source languages. As an example of a Preliminary data here the researcher used one of Mitch Albom"s novel, there aresome sentences or words in The First Phone Call from heaven novel as English version (ST) (Source Text), and this one is from adaptation type below.

(1) ST (Source Text): Tess Rafferty was unwrapping a box of tea bags. ***Drrrrrrrrrnnn!!.***
(1a) TT (Target Text): Tess Rafferty sedang membuka bungkusan sekotak teh. ***Kringgggg!!!.***

The word ***drrrrrrnnn*** from the SL (Source Language) is adapted become ***krriiiiiiing*** because that words familiar for Indonesian people, as a gesture for the sound of the phone rang, and it was an adaptation of each State, hence the word ***krriiiiiiing*** here as an adaptation of the word ***drrrrrrrrrn.*** Based on Vinay and Darbelnet (2004: 134) adaptation type is refers to a method used cases where the type of situation being referred by the SL (Source Laguage) message is unknown in the TL (Target Language). Means that every situation is acceptance, in the

word ***drrrrrrnnn*** comes from the source language, while familiar in ***krrriiiing*** heard by the people of Indonesia.

Foreignization is the function of the process of translatingof the wordsfrom the first language to the target language, then the problems would be often occurs when the translator to translating the words that exist in the novels, the frequent of occurrences to imbalanced between them, the inequalities encountered, loss, sometimes not translated at all, and different meaning, This will lead to the occurrences of major problems for readers in reading the novel that was already translated.

For more details it can be seen in the description of this type of foreignization strategy of borrowing that has been taken from The Time Kepeer "Sang Penjaga Waktu" novel Bahasa version (TT) (Targte Text) into English version (ST) (Source Text).

(2) ST (Target Text): There is a clock on your wall or the ***Dashboard*** of your car.
(2a) ST (Source Text)*:* Ada jam di dinding mu, atau di ***Dasbor*** mobilmu.

Dasboard of your car was source text, the borrowing kind in the target text when itwas translated into Bahasa or target text, it was an accordance with the understanding of the borrowing of the SL (Source Language) word was transferred directly to the TL (Target Language), and the word ***dasbor*** was similar from SL word but not completely the same, it can be said that it was on target to customize the text.

Based on the explanation of some examples above, it is clear that the translator need some strategies to solve this problems, where the strategies come

from domestication and foreignization itself, there are many types of strategies in translate the text in the novels some of the strategies are domestication and foreignizatin in the novels. According to Nida and Taber (1982) domestication is closet natural equivalent to the target reader (from ST to TT) and foreignization (Hoed, 2006: 87) the use of language or words `can be changed but still to maintain the source language culture (stated from TT to ST).

The aims of this study is to provide or add knowledge of the readers about events outside the culture and know the differences between domestication and foreiginization that have some types of characteristics and want to see how the translator use in their ways when to translate of the texts, when used in the analyzes of each part of the types section, from taxonomy of procedural adopted in the study from the conclusion and has proposed based on Esmail and Spideh research of *A Diachronic Study of Domestication and Foreignization Strategies of Culture-Specific items: in English-Persian Translation of Six Hemingway's Work*, from their taxonomy of procedural, it can be seendomestication include synonymy, limited universalization, absolute universalization, descriptive, adaptation, equivalence, neutralization, explication, simplification, exoticism, omission and idiomatic. And foreignization kinds of procedural use extra textual gloss, intra textual gloss, transcription, repetition, claque and borrowing.

After reviewing with one of a relevant study about *Six Hemingway's Work*, the researcher found some differences from the kinds of strategies, which the types of domestication has found deletion, paraphrase, retaining foreignness, communicative translation, self- explanatory, and modulation, but the other kinds

are limited and absolute universalization not included in this study, then the types of foreignization has been found direct transfer and transliteration, but extra and intra- textual gloss not included and the researcher will give an addition of any types, and in this situation the researcher will provide additions of the types in translation strategies.

Instead of the following of the discovery of the types of domestication and foreignization then it would be done as the data, the data would be taken base on the novels by Mitch Albom's best published from 1997 through 2013 and just two novels that would be used as the data, because the data from the two novels has already been sufficient for providing of all types of strategies that have been found in the text, where the data would be placed as a source of guidance in this study, as a marker, the words or the text would be input in italics and bold type if the text or the words changed or have different meanings or missing or idiom or need more explanation in which both the ST and in TT, and if there are some words or text that did not change at all, just copy it then on the mark used bold and underline, then one by one would be analyzed in accordance with understanding of each. Due to regulation than domestication is to be the existence of two languages in use, nature is ST (original text) and there must be having a target text, and in relation to the purpose of the question which the translator uses the same technique as the setting of the existing direct translation (TT) study which identifies and discusses the use of this kinds in translation strategies and examine how strategies will be found when there is sense of the words in integrity

or retrieval, and the origin, why it will not changed after translate, and why it is permanent and need a requires explanation of the meaning in the words.

Relating to explanation above, the researcher is interested in selecting and researching this topic because there are several reasons

1) The presence of a lot of words or text that use this types of strategies in the novels, and the researcher want to explore what the intent or meaning of the contain in the text,

2) The source language text (ST) which find necessitates origin meaning of the words, and what types of domestication strategies use in the text,

3) The variety of words is concern with the types the foreignization and the readers sometimes find difficulties or irregularities of TT (Target Text) words or text that are still intact or not translated at all and

4) The reason why the translator make and use of these strategies, which is to identify the types of the processes, use these strategies.

1.2 The Problems of the Study

The problems of the study are formulated as the following

(1) What types of domestication and foreignization strategies are used in Mitch Albom"s novels?

(2) How are domestication and foreignization strategies realized in Mitch Albom"s novels?

(3) Why are domestication and foreignization strategies used in Mitch Albom"s novels?

1.3 The Objectives of the Study

In relation of the problems, the objectives of the study are

(1) to describe types of domestication and foreignization strategies used in Mitch Albom"s novels,

(2) to describe how domestication and foreignization strategies realize in Mitch Albom"s novels, and

(3) to reason for the use of domestication and foreignization strategies used in Micth Albom"s novels.

1.4 The Scopes of the Study

This study attempts to describe and to explain the words or sentence used in Mitch Albom"s novels. The main focus of this study is to describe and investigate the types of strategies as derived from domestication and foreignization strategies used in the text of novels.

1.5 The Significance of the Study

Findings of the research are expected to be useful for the readers both theoretically and practically in some respect.

1. Theoretically, findings can significantly be useful

   (a) Review of literature for the coming researcher,

   (b) The guiding information for the students of Linguistic about types of domestication and foreignization strategies in translation.

   (c) The guidance for the readers of material and understanding the types of domestication and foreignization strategies in translation.

2. Practically, the findings can be useful for enriching the theories of translation strategies particularly for kinds of domestication and foreignization used in Mitch Albom‟s novels.