

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Novel is a literary work that is considered as a communication tool used by the author to convey his/her idea to the readers. Nowadays, novel does not only connect the authors and readers but also cultures due to translation activity. It can be seen through the number of novels that have been translated into various languages. In Indonesia, there have been several novels transferred into foreign languages. One of them is Kumala's novel entitled *Gadis Kretek* that is translated into English entitled *Cigarette Girl*.

According to Newmark (1988) translation is an activity of delivering the meaning of a text into another language without lessening the purpose of the original text. Other expert, Larson (1998), sees translation consists of transferring without distortion the meaning of source language (SL) into target language (TL), meaning which must be kept constant, even when the form of SL changes as it is turned into the structure of the TL. These two views imply that translation is expected to make communication between different nations, words, and cultures easier by not reducing information when it changed into the receptor language.

Novel is used as a medium for introducing culture because literary works are indeed rich in cultural aspects. Ratna (2007) states that literary works contain cultural aspects, not individual. The use of two or three languages in a novel will expose the reader to a culture they had no prior knowledge about and from the novel the readers can find out the cultural values that exist in a particular society. *Gadis*

Kretek, for instance, is dominated by Javanese and Indonesian so that indirectly the novel brings Javanese and Indonesian cultures. Seeing the language brings the culture, the presence of two or three regional and national languages in a novel is very interesting to be analyzed, especially when it is translated into the world's lingua franca, English.

Translation may make cultures described in a novel to reach a wider audience with different cultural backgrounds. When *Gadis Kretek* translated into *Cigarette Girl*, all of the cultural aspects in SL which is Indonesian and Javanese are rendered into TL which is English. As a result, the readers in foreign countries acquire new knowledge about Javanese and Indonesian culture. Therefore, a novel must be translated properly so that misunderstanding does not occur.

Translating that involves two languages with unrelated culture result in some words are difficult to translate. According to Newmark (1988) "culture is the way of life and its manifestations that are peculiar to a community that uses a particular language as its means of expression". The other scholar, Baker (2018) added that the peculiarity itself is caused by the differences in the environment: physical, historical, political, religious, etc. The words that need much effort to render are usually known as cultural words. Other scholars, further, defines the term 'cultural words'. Nord (2018) argues that cultural word as a cultural phenomenon that is present in culture X but not present (in the same way) in culture Y. Baker (2018) support that cultural words are the concepts that appear in language and refer to any cultural entity which is usually unfamiliar to the members of the other culture.

It is obvious that cultural word poses translation problem, especially in literary work such as novels because of dissimilarities in the language and culture. It is supported by Sharif and Shakiba (2015) that literary works are deeply and firmly fixed in the source culture so those who translate these texts probably encounter troubles in translating cultural words. It is also asserted by Aixela (1996) that the cultural word problems arise caused by the nonexistence of the referred item. It supports the claim that translating cultural words is the biggest challenge for translators and can be considered to be one of the most problematic areas in translation studies. Concerning this problematic issue, this study explores the translation strategies used for Javanese cultural words in *Gadis Kretek* novel.

Gadis Kretek is a historical fiction that tells about the development of the cigarette factory in Java through the love story of Idroes Moeria and Roemaisa. To build the concept, Ratih Kumala used cultural words in the Javanese language such as *Jeng Yah*, *Klobot*, *mitoni*, and *tingwe* which pose problems when translated into English. For example, *mitoni* is a joint prayer event to commemorate the 7th month of pregnancy (Sutiyono 2013). Unlike the Javanese, the Western tribes which constitute of many English speaking countries, are not so thick with traditions related to religion so that they may not have similar rituals. As a consequence, translating this term is not an easy task.

The Javanese are known as one of the Indonesian people who have a strong tradition that still survives to this day. Javanese traditions that still exist and are preserved have a strong relationship with religion. Traditions can take the form of ritual ceremonies, for example, *slametan*. In Islamic religion, *slametan* is a

ceremony with a recitation of prayers by people who know about Islam, and a set of food for *slametan* participants to take home (Amin 2002). On the other hand, English may not have the same tradition as *slametan* and hence it is interesting to see how the Javanese cultural words in the *Gadis Kretek* novel, used by Kumala to provide a Javanese atmosphere in ancient times, are translated into English. This peculiarity makes researchers choose to explore the translation of Javanese cultural words into English.

It is already mentioned that the novel chosen for this study is a historical novel which the Indonesian version is *Gadis Kretek* and the English version is *Cigarette Girl*. *Gadis Kretek* written by Ratih Kumala and was first published in 2012, and it was translated into English entitled *Cigarette Girl* in 2015 by Annie Tucker. These novels are published by PT Gramedia Pustaka Utama. In 2012, this novel was nominated for the khatulistiwa literary award, and in 2016 *Gadis Kretek* was one of the novels from Indonesia which sold its copyright to MoonsoonBook UK. *Gadis Kretek* is also available in German and Egyptian. The researcher chose this novel because *Gadis Kretek* is rich in cultural words. The researcher was curious to see how the translator delivered the concept of SL which is Javanese into TL which is English.

For example, on page 2 of *Gadis Kretek* in 2012 there is a statement from Lebas, “*Romo* memang menderit stroke tiga tahun terakhir, separuh badannya mati.” (p.2) and then the English translation on *Cigarette Girl* in 2015 is “Father suffered a stroke three years ago and half of his body died” (p.2). In Javanese, the word *romo* is a title used to call a respected and high-caste man (Siti Mukminatun

and Andriyanti 2007). The use of “father” in the translated novel describes one of the meanings of *romo* in SL culture. Since *romo* in the novel only used by Tegar, Lebas, and Karim, the children of the character called *romo*, thus the translator renders *romo* as “father” which is a male parent of a child (Oxford Learner's Disctionaries n.d.)

The explanation above demonstrates the difficulties of translating cultural words. That is because the cultural context is complex, it represents the world view of a society, its beliefs, emotions, and values (Chahrour 2018). The replacement of *romo* by “father” means solving the non-equivalence in context. These actions are called translation strategies as Lörcher (1991) points out translation strategy is a procedure for solving a problem encountered in translating a text or a segment of it. Translation strategies are chosen by the translator according to the context. In other words, different strategies will be adopted in different condition. It is intended for creating a successful translation that looks or sounds like an original piece of work.

This study focuses on Javanese cultural words and analyzing the translation strategies of those cultural words in *Gadis Kretek* into English. Further, this study uses Nord's (2018) claim of cultural words which the culture phenomenon present in culture X and not present (in the same way) in culture Y. Translation strategies, then, identified using Davies' classification which are (1) Preservation, (2) Addition, (3) Omission, (4) Globalisation, (5) Localisation, (6) Transformation, and (7) Creation. This study is projected to map the translation strategies used in

translating Javanese cultural words into English to see whether the concept of Javanese cultural words are appropriately translated or not.

There are several previous studies which are relevant to this study. Dewiyanti, Yahya and Rahayu (2015) and Hapsari and Setyaningsih (2013) conducted research focused on analysis of cultural words and its translation strategy. They used Newmark's theory to classify and identify cultural words as well as the strategy. The other research that was very close to this study is the research that was conducted by Hardiyanti, et al. (2017) which aimed at identifying the categories of cultural words in the novel *Gadis Kretek* by Ratih Kumala using Newmark's theory. The result showed that two categories mostly found in *Gadis Kretek* novel are social culture and material culture.

This study is in the same vein as the last study mentioned. However, this study employs different theories both in identifying cultural words and translation strategies. Further, this study only focuses on Javanese cultural words and observes the way the translator delivers a Javanese concept into English. The use of Nord's statement is expected to be used to identify Javanese cultural words which have a different concept from English and to see whether the translation is transfer concept or not.

1.2 Statements of the Problem

The present study was designed to investigate the following questions:

1. What are the Javanese cultural words found in *Gadis Kretek* based on Nord's theory?

2. What are the translation strategies applied in translating Javanese cultural words into English?

1.3 Objectives of the Study

The present study was conducted with the following objectives:

1. To identify the Javanese cultural words in *Gadis Kretek* novel.
2. To reveal the strategies in translating cultural words from Javanese to English.

1.4 Significance of the Study

The results of this present study are expected to give both theoretical and practical significance. Theoretically, this study is hoped to be contributing to the translation of cultural words. It is hoped to be a reference for other researchers on a translation analysis of cultural words. These results of the study are expected to be a reference for those who explore cultural words use Nord's theory, which is rarely used to identify cultural words.

Then, practically, the results of the study can be useful for the students of English Department students. This study hopefully can contribute more knowledge about translation and culture so that students who want to be a translator are aware of the importance of being bi or multi-cultural persons.

1.5 Scope and Limitation

This study examined the translation of Javanese cultural words in *Gadis Kretek* into English in *Cigarette Girl* published in 2015. It focuses on the categorization of Javanese cultural words and the strategies used to translate them as well. The identification of Javanese cultural words will be based on Nord's claim

and the strategies will be analyzed using Davies' strategies. In other words, the scope of this study is cultural words and the limitation is Javanese cultural word in both *Gadis Kretek* in 2012 published by Gramedia Pustaka Utama and *Cigarette Girl* in 2015 translated by Annie Tucker and published by Gramedia Pustaka Utama.

1.6 Defintion of Key words

1. Translation : is an activity to rendering the meaning from the source language to target language (Newmark 1988)
2. Cultural Words: cultural phenomenon that is present in culture X but not present (in the same way) in culture Y (Nord 2018)
3. Translation Strategy: procedure for solving a problem encountered in translating a text or a segment of it (Lörscher 1991)
4. *Gadis Kretek*: a historical novel entitled *Gadis Kretek* by Ratih Kumala and was first published in 2012 by PT Gramedia Pustaka Utama (Kumala, *Gadis Kretek* 2012)
5. *Cigarette Girl*: The English version of *Gadis Kretek* translated by Annie Tucker in 2015 and published by Gramedia Pustaka Utama (Kumala, *Cigarette Girl* 2015)