

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Translation is used for replacing a text from the source language with an equivalent text in the target language. There are many challenges in translating text such as translating source text into target text which has different culture and in choosing the right procedures to translate without changing the message of the source text. Newmark in his book *A Text Book of Translation* (1988:11) suggested that translation is rendering, as closely as the associative and syntactical capacities of another language allows, the exact contextual meaning of the original. According to that definition, some sources of loss can be identified. The first source as Newmark (1988:7-8) suggests is the loss of meaning, since the translator's language can only be approximate not exactly the same, "if the text describes a situation which has elements peculiar to the natural environment, institutions and culture of its language area, there is an inevitable loss of meaning". The second source of loss is related to the personal use of language by the author that is related to his/her style, "...the individual uses of language of the text-writer and the translator do not coincide".

One of the problems in translation is translating colloquialisms from source language into target language. The term colloquialisms is defined by *Oxford Dictionary of Literary Terms* (2008: 61) as the use of informal expressions appropriate to everyday speech rather than to the formality of writing, and

differing in pronunciation, vocabulary or grammar. Colloquialisms are often called daily speech since it is used in everyday communication. Furthermore, colloquialisms are also found in written text including literary works such as novel and short story. Some examples of colloquialisms can include words such as contractions like *I've*, *She'll*, *gonna* or *wanna*, connecting words like *yeah* and *y'know*, abbreviated utterances like *Sounds good*, single words like *back of* for *behind* and *peeve* for *annoy*.

According to Partridge, cited in *The Encyclopedia Americana* (2004: 262), colloquialisms consist of five types. They are in the form of single words such as *tremendous* for *excellent*, clipped words which are formed by shortening the original words such as *bike* for *bicycle*, short picturesque words for technical terms which are used as a variation to call another technical term, contractions which are omitting internal letter and take place an apostrophe, and verb-adverb combinations such as *put out* for *expel*, *extinguish*, *publish*.

On the other hand, in Indonesian language, according to Kozok (2008), 'Colloquial Indonesian' is employed here to refer to the informal variety of Indonesian originally identified with speakers from Jakarta but which is now used widely by speakers in other large Indonesian cities and by the mass media. Djenar (2006) also states that colloquial Indonesian has been referred to by various scholars as *bahasa tak baku* 'non-standard language', *bahasa informal* 'informal language', *bahasa gaul* 'social language', *bahasa ABG* 'teen language', *bahasa remaja* 'youth language', and 'informal Jakartan Indonesian'. Whilst these are not equivalent names, they nonetheless capture three of this language variety's key

characteristics, namely that it is non-standard, predominant in casual interaction, and is largely associated with the Jakartan youth. Thus, the influence of informal Jakartan Indonesian become variety of colloquial Indonesian and the commonly informal style, language of everyday communication between Indonesian in all but formal situation. There are many kind of colloquial Indonesian such as *dok* (dokter), *prof* (professor), *ndak ada* (tidak ada), *tau* (tahu), *pintar* (pinter), *memikirkan* (mikiran), etc (Alwasilah, 1985: 59-60).

Translating a sentence which contains colloquial is a challenge for translators, particularly in children literature, since it cannot be understood literally and cannot be translated literally as well. The different cultures between the writer and the target reader also make the translation process of children literature challenging. In addition, according to Rurangwa (2006), children can be seen as special readers, because of their limited experience. She also argued that in order to produce translation for children literature, a translator should consider the characteristics of children literature which cater special readers and for a special purpose. In terms of translating colloquialisms found in children literature, a translator should be aware that it cannot be translated literally because the meaning in target language may be unknown to the target language reader.

Based on various problems in translating colloquial, translators must translate it carefully to produce proper translation that makes sense and avoid misunderstanding to the readers. The translator should determine the right words, phrases, or sentence when translating colloquialisms in children literature to get the same sense as the writer. The main task of a translator of children literature is

to make it relevant for the target audience. Oittinen (2003:128) states that in translating as rewriting for target language audiences – we always need to ask the crucial question: ‘For whom?’ Hence, while writing children’s book is writing for children, translating children’s literature is translating for children.

The translator of children literature may manipulate the text in various ways and the translator adjusts the text to make it more appropriate and comprehensible for children in the target language. In *Diary of a Wimpy Kid*, there are many colloquialisms that the translator should translate it into Indonesian. Such as *moron, runts, dork, cranky, bum, or gee*. *Diary of a Wimpy Kid* is one of *Diary of a Wimpy Kid* series which tells about a boy named Greg Heffley as the main character. This book is a Greg’s journal about his new school year and finds himself thrust into middle school, where undersized weaklings share the hallways with kids who are taller, meaner, and already shaving. The hazards of growing up before you are ready are uniquely revealed through words and drawings as Greg records them in his diary. In book one of this debut series, *Diary of a Wimpy Kid*, Greg is happy to have Rowley as his best friend. But when Rowley’s star starts to rise, Greg tries to use his best friend’s newfound popularity to his own advantage. Author/illustrator Jeff Kinney recalls the growing pains of school life and introduces a new kind of hero who epitomizes the challenges of being a child. In Indonesian, *Diary of a Wimpy Kid* is translated into *Diary si Bocah Tengil*. This book is translated from English into Indonesian language by Ferry Halim.

As stated above, the translator should determine the right words when translate colloquialisms in *Diary of a Wimpy Kid* to get the same sense as the

writer. Furthermore, colloquialism used in this book is related to American culture because the story based on the daily life of children in America which is very different and strange for children in Indonesia.

It is already mentioned that there are many problems in translating colloquialism, particularly in children literature. A children literature is a literary work particularly produced for children and usually contains of story about children life. In this case, children literature produced for children attain the age of 8 until 14 years old. Children literature does not only provide entertainment and help develop children's reading skills, but it can be used to shape identities, values, and cultural (Sadrah, 2010: 12). So, in translating children literature, the translator must have knowledge about source language and target language, both in social and cultural aspects.

From the phenomenon above, the writer is interested in conducting research about translating colloquialisms found in *Diary of a Wimpy Kid*, a series of fiction books written by Jeff Kinney. Since the release of the online version in 2004, *Diary of a Wimpy Kid* series become famous. After releasing the first book, *Diary of a Wimpy Kid*, Jeff Kinney released the other books that are *Rodrick Rules*, *The Last Straw*, *Dog Days*, *The Ugly Truth*, *Cabin Fever*, *The Third Wheel*, and *Hard Luck*. The online version of *Diary of a Wimpy Kid* has more than 80 million visits, and is typically read by more than 70,000 readers a day. *Diary of a Wimpy Kid* has gained immense popularity, critical acclaim, and commercial success worldwide. For example, *Diary of a Wimpy Kid* was well-received from the Princeton Review, Gold Card Association, The Dallas News, and Nickelodeon

Kid's Choice Awards. More than 32 million *Diary of a Wimpy Kid* books are in print in the U.S. and the series has sold over 75 million books in 40 countries. Those achievements are the reason why the writer chooses this book to be analyzed. In addition, the target reader of this book is children, who still have limited knowledge about colloquialisms in English, so it is interesting to see what kind of translation procedures of colloquialisms, from English as the source language into Indonesian as the target language, applied in translating this book.

There were some researchers that had conducted similar topics as this study. For instance Zafarghandi and Falahatdoost (2013), who investigates the strategies employed by different translators to translate colloquial language utterances in novel translation, *The Old Man and the Sea*, from English to Persian. The result of this study shows that some strategies, such as omission, addition, synonymy, and expansion, were employed by the translators and some instances of mistranslation and translating into a higher degree of formality have been detected. Shadrah (2010) also conducted a project on translation of colloquialisms in English subtitles of an Iranian film entitled *The Wind Will Carry Us* and interpret the cause of untranslatability or choosing special translation procedures in translating colloquial items and findings that the translator often eliminates untranslatable/colloquial parts which would cause obstacles of comprehension in the film by adapting scripts and rewriting the lines.

Another study was conducted by Eftekhari (2008) entitled a translation analysis of colloquialisms in the children's storybook entitled *the secret life of ms wiz* by Terence Blacker. The objectives of this study are to know the effect of the

translation techniques used on the quality of the translation in terms of accuracy and acceptability. Barzegar (2008) also conducted a study about translation of Colloquialisms in English into Persian subtitled films. Barzegar investigated the strategies used in translation of Colloquialisms of American comedy films, *Midnight Run* and *Liar Liar*.

The researchers above had already observed translation of colloquialisms in films, and novels. Yet, there are very few researchers that have studied translation of colloquialisms in children literature which focus on the most appropriate procedures in translating colloquialisms. One researcher that observed translation of colloquialisms in children literature only focus on the effect of the translation techniques used on the quality of translation in term of accuracy and acceptability. On the other hand, there is no researcher that uses translation theory by Newmark as their basic theory to analyze the method, strategy, or translation procedures in colloquialisms. Therefore, this research is important to conduct since it differs from the other research on the focus and object of study. It is expected that this study may elaborate the appropriate procedures in translating colloquialisms in children literature.

1.2 Statement of the Problem

Based on the phenomena explained above, some questions to be answered in this study are as follows:

1. What are the types of colloquialisms found and the most dominant type of colloquialism in *Diary of a Wimpy Kid*?

2. What are the translation procedures and the most translation procedures used by the translator to translate colloquialisms in *Diary of a Wimpy Kid* into *Diary si Bocah Tengil*?

1.3 Objective of the Study

1. To find out the types of colloquialisms and the most dominant type of colloquialism in *Diary of a Wimpy Kid*.
2. To find out the translation procedures and the most translation procedure used by the translator to translate colloquialisms in *Diary of a Wimpy Kid* into *Diary si Bocah Tengil*.

1.4 Significance of the Study

Theoretically, the study is expected to contribute to translation studies, especially in the translation of informal language such as colloquialisms as categorized by Partridge. This study is also directed to elaborate the translation procedures appropriate for translating colloquialisms by focusing on Newmark's theory.

Practically, this study is expected to provide information about translation procedures for translating colloquialisms so that practitioners of translation may benefit from it. Further, the readers of translated works may realize the difficulties in producing appropriate translation of children book.

1.5 Scope and limitation of the Study

This study focuses on the analysis of colloquialisms' types and translation procedures in children literature entitled *Diary of a Wimpy Kid*, the first book of a

series of fiction books written by the American author and cartoonist Jeff Kinney. The object of this study is the original book of *Diary of a Wimpy Kid* published in 2007 by Amulet Books, an imprint of ABRAMS, New York. While the Indonesian version, *Diary of a Wimpy Kid* is translated into *Diary si Bocah Tangil* by Ferry Halim. *Diary si Bocah Tangil* published by Atria, an imprint of PT Serambi Ilmu Semesta in 2009. This study collected the data, the colloquialisms, in all chapters in these books which contains of 217 pages in English version and 216 pages in Indonesian version. Then the writer employed procedures of translations by Newmark to find out which procedures mostly used within the data. Therefore, the result of this study does not reflect the procedures of translating colloquial in general.

1.6 Definition of Key Terms

The definitions of key terms in this study are intended to provide a clear definition of some terms in order to avoid misunderstanding of interpretation.

- Translation : Translation is rendering the meaning of a text into another language in the way that the author intended the text (Newmark, 1988).
- Colloquialism : The use of informal expressions appropriate to everyday speech rather than to the formality of writing, and differing in pronunciation, vocabulary or grammar (*Oxford Dictionary of Literary Terms*, 2008: 61).

- Source language/SL : Source language is the language of the text that is required be translated (Newmark, 1988). In this study, SL refers to English.
- Target Language/TL : Target language is the language of the translated text (Newmark,1988). In this study, TL refers to Indonesian.
- Translation Procedure : Translation procedure is the steps taken for translating sentences and the smaller units of language (Newmark, 1988).
- Children Literature : Literature which are produced and intended for children and it is also literature read by children (Oittinen, 2006: 35).