

CHAPTER 1

INTRODUCTION

1.1 Background of the study

Today, people tend to live around different languages. The existence of different languages does not stop people to communicate with others although they face communication problems. For example, when the English-speaking people want to communicate with people who don't understand English, they will face problems. The problem is that they cannot catch the meaning or the information during the communication process and then the whole process fails. To help understanding the meaning or the information in a communication process, translation is important.

Translation is an operation performed on languages: a process of substituting a text in one language for text on another, translation must make use of a theory of language, general linguistic theory (Catford, 1965 : 1). Translation has already been used to transfer information whether it is a novel, article, short story or manual which are originally written in English. They need to be translated into *Bahasa Indonesia* in order to be understood by Indonesian people who do not understand English.

Catford (1965: 21) stated, "Translation is the replacement of textual material in one language (Source Language/ SL) by equivalent material in another language (Target Language/ TL)". Further, this statement is supported by Newmark (1988: 5) "Translation is rendering the meaning of a

text into another language in the way that the author intended the text". The explanation above means that when a text is translated from one language (SL) to another (TL) the meaning should be rendered the same. Here, a translator is needed to transfer the meaning as clear as possible from SL to TL without any reduction. The translator should have good knowledge of both the source language and target language. In addition the important role of the translator is to transfer the message without reducing its meaning.

In translating a novel there are some aspects that should be noticed by a translator. Those are grammatical and cultural aspects contained in the novel. A good translator should understand not only the language but also the culture of both languages, the SL and the TL. For example, a translator should know that a *cat fish* in English is "*Lele*" in Indonesian. A translator often finds difficulties due to different cultures of SL and TL. For example, a translator cannot find the equivalence of "Freesia", "Driftwood" and "Maple" in Indonesian. In the Indonesian version of the novel, the translator leaves them in their original forms. It is due to no direct equivalent word of SL found in the TL. Those words are called cultural words. It is one of problems that a translator may encounter in translating a foreign text. Therefore, it is important to look at the culture and find the equivalent meaning of cultural words because they play a significant role in the text. Furthermore, language capability and a wide knowledge of culture are demanded in order to make the translation readable and understandable for the readers.

Newmark (1988: 95) associated “cultural word with a particular language and cannot be literally translated”. It means that cultural word is a word that only exists in a particular language. It is supported by Baker (1992: 21) who said that “SL word may express a concept which is totally unknown in the TL culture”. It may be abstract or concrete and relates to religious, belief, social custom, or even type of foods. Cultural according to Hornby (1995: 285) is “of or involving culture”. Therefore, cultural word means a word that involves culture. Whereas, culture itself, according to Hornby (1995: 285) is “art, literature, music, or other intellectual expression of a particular society or time”. To conclude, cultural word is a specific word for special kinds of “things”, “events” or “customs”, which only exist in one language that cannot be translated literally, because it will distort its meaning.

There are several types of cultural word such as what Newmark (1988: 95) has classified. He classifies the cultural words into several terms. First is ecology. It consists of geographical features. Second is material culture. It involves food, clothes, houses and towns and transport. Third is social culture – work and leisure. Fourth is organizations, customs, activities, procedures, concepts. Fifth are gestures and habits. There is a distinction in this kind of cultural categories. It is between description and function which can be made where necessary in ambiguous cases since a gesture or habit can occur in one culture but can't in others, such waving. In Indonesia, waving your hand means “come here!” (inviting or asking someone to come to you),

while, in other country, waving your hand means “No”, “ Go away!” or “ don’t come here”.

In the process of translating cultural words, some procedures of translation to render meaning in SL into TL properly were needed. A procedure is “a formal or official order or way of doing thing” (Hornby, 1995: 922). Therefore, procedure of translation can be assumed as a set of method or technique in transferring the meaning from SL to TL. Newmark (1988: 103) proposed some procedures of translation such as (1) Transference, (2) Cultural equivalent, (3) Neutralization (i.e. functional or descriptive equivalent), (4) Literal translation, (5) Label, (6) Naturalization, (7) Componential analysis, (8) Deletion (of redundant stretches of language in non-authoritative texts, especially metaphors and intensifiers), (9) Couplet, (10) Accepted standard translation, (11) Paraphrase, gloss, notes, etc, and (12) Classifier, that have to be mastered by a translator. These help translator to translate particular non-equivalent words of target culture.

So, in respect with the phenomena, the writer solely attempts to investigate the cultural words found in the Stephenie Meyer’s novel *Twilight* and the translation procedures used by the translator in translating them. Stephenie Meyer is one of popular authors whose novels are translated into several languages such as Czech, Thai, Russian, Norwegian, Arabic, and Indonesian. She becomes one of the most popular authors all over the world for her best seller novel namely *Twilight Saga*. *Twilight Saga* consists of *Twilight*, *New Moon*, *Eclipse* and *Breaking Dawn*. All them have been filmed

into movie version namely *Twilight, New Moon and Eclipse*. *Twilight* novel peaked at #1 on both the New York Times Best Seller list and USA Today's Top 150 Bestsellers, and reached the biggest selling children's paperback of 2008 with over 5.3 million copies sold.

The reason why the writer takes *Twilight* into this study is not only because the novel is a bestseller book and famous but also because the writer sees that there are many cultural words in the novel that can influence the quality of the translation into Indonesian version. However, the writer does not judge the quality of the Indonesian translation in this study but only conducts an analysis about the translations of the cultural words into Indonesian because it can influence the reader's understanding of the whole story in the novel.

1.2. Statement of the Problem

In this research, the writer formulates the problem into two; which are:

1. What are types of cultural word found in Mayer's novel *Twilight*?
2. What are types of translation procedure used in translating the cultural words in the novel *Twilight* into Indonesian language?

1.3. Objective of the Study

1. to identify the types of cultural word found in Mayer's novel *Twilight*,
and
2. to investigate the types of translation procedure used by the translator in translating the cultural word in the novel *Twilight*.

1.4 Significance of the Study

Theoretically, the writer hopes that this study could contribute to Linguistics research and translation studies to enrich and expand the knowledge. And also this research could become as a reference to those who are interested in translation studies, especially in analyzing the cultural-bound words.

Practically, this study is expected to give information for translators to do the translation job correctly and efficiently. While, for the readers, this study hopefully could enhance their knowledge about the translation of cultural-bound words in a novel so that this literary work could be understood easily.

1.5 Scope and Limitation

The writer limits the study on analyzing the cultural words found in *Twilight* novel. In addition, the writer wants to find out the types of cultural words in the English version of *Twilight* novel and analyze them to identify and to know the most frequently applied translation procedures used in the Indonesian translation of *Twilight* novel based on Newmark's theory.

1.6 Definition of Key Terms

1.6.1 Translation is transferring the meaning of the Source Language (SL) into the Target Language (TL) in the way that the author intended in the text.”

(Newmark, 1988: 5)

1.6.2 Translation procedure is a set of methods or techniques in transferring the meaning from SL to TL (Newmark, 1988: 103).

1.6.3 Cultural word is a word containing culture that only exists in a particular language (Hornby, 1995: 285)

1.6.4 SL is Source Language, the language from which a text will be translated into another language (TL) (Newmark, 1988: 5).

1.6.5 TL is Target Language, The language into which a text written in another language is to be translated (Newmark, 1988: 5).