

CHAPTER I

INTRODUCTION

This part describes some points including background of the study, limitation of the study, problem statements, objectives of the study, benefits of the study, and research paper organization.

A. Background of the Study

Along with the advanced improvement of every single aspect in human life, people nowadays are more aware of the recent information around the world. Hence, the existence of a translator is considered very important knowing that not all people master the source language.

As stated in *Oxford Learner's Pocket Dictionary* (2011: 473), to translate means to put something written or spoken into a different language, i.e. the book from French into Russian. That is why what crosses in people's mind when it comes to translation is commonly related to the activity of changing words, phrases, and sentences from a certain language into the target language (TL). However, such view is not enough to describe a translation process since as asserted by T-Bell (1991: 60) that as a *cascaded* and *interactive process*, translation contains three major stages: syntactic, semantic, and pragmatic processing.

Furthermore, in another source, Catford (1969: 20) defines translation as the replacement of textual material in one language (SL) by equivalent textual material in another language (TL). The similar definition also comes from other figures such as Nida (1969: 12), Pinchuck (1977: 38), and Newmark (1981: 7) who essentially aver that translation is a process of finding or rendering the

equivalent message from source language (SL) into target language (TL). Shortly, it can be said that one of the goals of translation is to search the accuracy or equivalence.

Considering the definitions above, it is clear that to produce a good translation is not an easy matter because it involves not only well-mastered skill in both (SL and TL) language but it also requires well-understanding in both (SL and TL) culture so that an equivalent message can be achieved.

Recently, there are enormous numbers of translation works in various forms which effortlessly can be found, such as novel, movie, educational book, and comic.

Comic, as stated in www.paulgravett.com, is a media conveying narratives through a series of image, arranged in sequence, one or more per page or episode, and separated from each other by being contained within the outlined borders (frames) of boxes (panels). Most people consider comic as a light reading for children because it mostly contains entertainment with less education. However, this opinion is not fully true since there are also many comics containing great amount of education, such as *Detective Conan*.

Detective Conan or more popularly known as *Case Closed* in England is a Japanese *manga*- comic in Japan- about high school detective written by Gosho Aoyama since 1994 and is still ongoing until now. Since one of the works influencing this comic is one of the most popular detective novels in the world, Conan Doyle's *Sherlock Holmes*, the readers surely get more new knowledge after reading it. Moreover, the comic is even translated into some languages such

as English, French, and also Indonesian. Since it is not easy to produce equivalent translation, regarding the distinction both in structural order and meaning of SL and TL, the translator needs some strategies.

The word strategy is used in many contexts. Nevertheless, strategies in translation have their own characteristics which differentiate them to others. A translator uses a strategy when she or he encounters a problem while translating a text, such as omission, addition, structural adjustment, adoption, adaptation, and paraphrase. In this case, it is clear that when someone translates a text literally, she or he will not use them. Krings (1986:18) defines translation strategy as “translator's potentially conscious plans for solving concrete translation problems in the framework of a concrete translation task.”

Moreover, Loescher (1991:8) defines translation strategy as “a potentially conscious procedure for solving a problem faced in translating a text, or any segment of it.” Considering those views, it can be said that the strategies used depend on the translator's skill, knowledge, and understanding of both source and target languages.

Those strategies can be found in any sentences, including simple sentence. Although some people usually translate it literally, but in fact, there are also changes occurred in translating simple sentence as an attempt to obtain equivalence. Those changes are also called variation. Thus, it is not a strange thing to find a simple sentence translated into a complex one. Moreover, a simple sentence can also be translated into simple sentence with a different form. For example, the original text is an active sentence, but the translation is in

passive. Another case may appear is a nominal sentence translated into verbal one or the reverse.

The following are some examples of translation strategies of simple sentence found in *Detective Conan* comic and the variation occurred:

1. SL: On the barrel of the pen, “Dancing Men” is written.
TL: Ada tulisan “Dancing Men” di sini.

The sentence above contains shift, addition, adoption and omission strategy as well as structural adjustment. As seen in the example that the word *Dancing Men* is not translated. The translator may think that it will not affect the message of the sentence since when the speaker (Ran) utters it, she is boldly reading a writing written on the body of a pen. Furthermore, it is shown that the translator omits many words in this part by translating the prepositional phrase *on the barrel of the pen* into adverb phrase *di sini*. Judging from the context, it is natural to say it that way since the speaker (Ran Mouri) is holding the pen (it is extremely close to her) when she utters it. The word *is written* is translated into *tulisan* which indicates shift, precisely level shift from verb phrase (VP) into noun (N). Moreover, it is clear that the existence of to be (*is*) and past participle (*written*) is an indicator of passive form. However, instead of passive, the translator renders it as *Ada tulisan “Dancing Men” di sini* which shows that it is a nominal sentence (NS) in an active form.

2. SL: The trademark of the porcelain maker Meissen is the two swords!
TL: 2 bilah pedang adalah lambang porselen Meissen*!
*Meissen = Nama sebuah kota di Jerman yang terkenal dengan produksi porselennya.

The datum employs omission, addition, adaptation, and structural adjustment. The word *maker* is omitted, yet, it does not change the message in this sentence. There is also additional information found in the text that explains *Meissen*. This way, the reader will get better understanding of what the sentence talks about. Furthermore, adaptation strategy is also spotted. The word *porcelain* is translated into *porselein*. This word undergoes adaptation since they have similar pronunciation but different writing. The last strategy found is structural adjustment. It can be seen that the adjustment of the sentence is in the opposite way. The SL puts *the trademark of the porcelain maker* as the subject while in the TL, it is placed as the object. There is also another case. The word *swords* which indicates plural form in English is translated into *pedang* which is a singular form in Indonesian. Thus, this part undergoes intra-system shift. The translator does so because in Indonesian if there is already a determiner that points the number of thing, then it will be ineffective to repeat the word.

The examples above are very well translated because the translator does not simply render the words, but also transfers the message perfectly by considering the cultural difference and the context. Moreover, it can be seen that the first example shows a variation of simple sentence translation, in which verbal sentence is changed into nominal sentence. Meanwhile, both examples also display various strategies applied by the translator, such as addition, omission, adoption, adaptation, and structural adjustment.

Based on the examples, the writer realizes that it is important not to just literally translate a sentence so that the most natural translation which is

equivalent in the target language (TL) can be achieved. In fact, there are many cases that involve translation strategies and there are also some variations occurred when translating a text. Hence, the writer conducts a research entitled **EQUIVALENCE STRATEGIES OF SIMPLE SENTENCES USED IN *DETECTIVE CONAN COMIC***.

B. Limitation of the Study

Regarding the abundant number of *Detective Conan* comic and its chapters, it is impossible for the writer to cover all of them at once in the translation analysis. Hence, the writer gives some limitation to this research to make it more specific. This research discusses only on simple sentences found in *Detective Conan* comic from chapter 743-752 (10 chapters). Moreover, the data are analyzed using Baker's theory of equivalence, Alwi's theory of Indonesian sentence, and Frank's theory of English sentence.

C. Problem Statements

Based on the background of the study, the writer proposes some problems as follows:

1. What are the variations of translation of simple sentence found in *Detective Conan* comic?
2. What are the strategies used in translating simple sentence of *Detective Conan* comic?
3. How is the accuracy of the translation of simple sentence in *Detective Conan* comic?

D. Objectives of the Study

Based on the problems proposed, the objectives of the study are:

1. to identify and categorize the variations of translation of simple sentence found in *Detective Conan* comic,
2. to verify the strategies used in translating simple sentence of *Detective Conan* comic.
3. to portray the accuracy of the translation of simple sentence in *Detective Conan* comic.

E. Benefits of the Study

This study is expected to contribute some benefits as follows:

1. Theoretical Benefit
 - a. This research may help to develop the theory of translation and equivalence strategies.
 - b. This research may act as reference for those who are interested in equivalence strategies.
2. Practical Benefit

- a. For Students

This research may provide students deeper understanding of translation strategies and open students' horizon of England because there are some information related to London in the data source.

- b. For Teachers

The result of this research may help teachers guide the students to produce better translation.

c. For Other Researchers

This research is expected to enrich knowledge and experience of other researchers engrossed in analyzing translation strategies found in *Detective Conan* comic.

d. For Readers of Comic

This study is expected to open new horizon for readers of comic, especially *Detective Conan* comic who are interested in studying translation strategies.

e. For Translators

This study is expected to be a reference in order to produce better translation, especially in translating comic.

F. Research Paper Organization

The research is organized into the following arrangement:

Chapter I is introduction. It consists of background of the study, limitation of the study, problem statements, objectives of the study, benefits of the study, and research paper organization.

Chapter II displays underlying theory covering two points: previous study and underlying theory which consists of: (1) translation, which is broken down into the concept of translation, translation process, translation problems, equivalence, and translating literary work, and (2) sentence, which discusses English sentence and Indonesian sentence.

Chapter III portrays research method dealing with the following points: type of the research, object of the research, data and data source, technique of collecting data, and technique of analyzing data.

Chapter IV presents research findings and discussion. Research findings reveal variations of translation of simple sentence in *Detective Conan* comic, strategies used in translating simple sentence of *Detective Conan* comic, and the appropriateness of the translation.

Chapter V presents conclusion and suggestion.