

# CHAPTER I

## INTRODUCTION

### **A. Background of the Study**

Translation helps people to understand text from different language. The content of text in another language is transferred into target language through translation process. Bell (1991: 6) states that, “translation is the replacement of a representation of a text in one language by a representation of a text in a second language”.

Translation is the communication of the meaning of a source-language text by means of an equivalent target-language text. s is done by replacing the form of the source language with the form of the target language. According to Larson (1984: 15) translation is classified into two main types, namely form-based translation and meaning-based translation. Forms-based translation attempts to follow the form of the source language (SL) and it is known as literal translation, while meaning-based translation makes every effort to communicate the meaning of the SL text in the natural forms of the receptor language. Such translation is called idiomatic translation. A literal translation sounds like nonsense and has little communication value (Larson, 1984: 15). The literal translation can be understood if the general grammatical form of the two languages is similar. Larson (1984: 16) says that idiomatic translations use the natural forms of the receptor language both in the grammatical constructions and

in the choices of lexical items. A truly idiomatic translation does not sound like translation. It sounds like it was written originally in the receptor language. Therefore, a good translator will try to translate idiomatically.

This is his/her goal. Savory (1966 : 31 ) says that translation is made possible by an equivalence of thought that lies behind its different verbal expression.

Catford (1978: 21) divides the three aspects of translation differently, those are: extent, level, and ranks.

Based on the extent, the types of translation are:

- 1) Full translation, it is a type of translation in which the entire SL text is reproduced by the TL text materials.
- 2) Partial translation, there are only some parts of the SL text to be translated into the TL text.

In terms of level, the types of translation are:

- 1) Total translation, the TL material replaces all levels of the SL text.
- 2) Restricted translation, it is the replacement of SL textual material with equivalent TL material at only one level; whether at the phonological level, graphological level, or at the level of grammar and lexis.

In terms of rank, translation is divided into:

- 1) Rank-bound translation, it means that the selection of TL text equivalent is limited at only one rank, such as word-for-word equivalence, morpheme-for-morpheme equivalence, etc.

- 2) Unbounded translation, it can move freely up and down the rank-scale.

Based on the purposes of translation, Brislin in Cholimudin (2007: 26-30) categorizes translation into four types, namely:

- 1) Pragmatic translation: it refers to the translation of a message with an interest in accuracy of the information that was meant to be conveyed in the SL form and it is not conveyed with other aspects of the original language version. Example: the translation of the information about repairing a machine.
- 2) Aesthetic-poetic translation: it refers to translation in which the translator takes into account the affect, emotion, and feeling of an original version, the aesthetic form used by the original author, as well as any information in the message. Example: the translation of sonnet, rhyme, heroic couplet, dramatic dialogue, and novel.
- 3) Ethnographic translation: its purpose is to explicate the cultural context of the SL and TL versions. Translators have to be sensitive to the way words are used and must know how the word fits into cultures. Example: the use of the word 'yes' versus 'yeah' in America.
- 4) Linguistic translation: is concerned with equivalent meanings of the constituent morphemes of the SL and grammatical form. Example: language in a computer program and translation machine

In translation analysis we can explore and understand the details, nuances, and secrets of language and language transfer.

## **B. Previous Study**

The first previous study was done by Sunarto, graduated from Muhammadiyah University of Surakarta (2015) entitled *A Translation Shift Analysis of Noun Phrase In Subtitling Of Ice Age 4 Movie*. The type of this research is descriptive qualitative research. The writer uses documentation technique to collect the data. The result of this research shows that first, there are four types of translation shift of noun phrase, i.e. First, from 403 data, there are 197 data or 48,9% belong to level shift of noun phrase, 157 data or 39% belong to structure shift of noun phrase, 18 data or 4,5% belong to translation shift of noun phrase to another phrase, and 31 data or 7,6% belong to intra-system shift of noun phrase. Second, there are 390 data or 97% belong to equivalent translation and 13 data or 3% belong to not equivalent translation.

The second previous research was done by Setyaningsih, graduated from Muhammadiyah University of Surakarta (2009) entitled *A Translation Shift Analysis on Verb and Verb Phrase of The Avengers Movie and Its Subtitling*. The objective of this research is categorizing the translation shift and the markers of translation shifts of verb and verb phrase as well as portraying the equivalence of verb and verb phrase which is found in the

Avengers movie and its subtitling. The type of this research is descriptive qualitative. The data are sentences include verb and verb phrase. The researcher collects the data through documentation and analyzes them by comparing both English and Indonesian subtitling. The result of this research is first, from 972 data, there are 445 data belong to shift of verb and verb phrase.

The third is Diyah graduated from Muhammadiyah University of Surakarta (2012) entitle *Equivalence Strategy Used In Night At The Museum 2: Battle Of The Smithsonian Movie And Its Subtitle*. The writer uses the subtitling of Night at the museum 2: battle of the Smithsonian film as the data source, and the data are the written expressions containing equivalent strategy. The method of the data collection is documentation method. The collected data are analyzed by using Gottlieb's subtitling strategies theory. The method of analyzing the data is comparative method. The results of the research show that: first, the subtitling strategies used in the subtitle consisting of expansion, paraphrase, transfer, imitation, transcription, decimation, and condensation/deletion.

The fourth is Tomás Conde from Departament de Traducció i Comunicació, Universitat Jaume I entitle *Translation evaluation on the surface of texts: a preliminary analysis*. The article introduces the relationship between translation evaluation and certain features on the surface of texts. The process and results from the evaluation of 48 texts by 88 subjects were analysed to explore the following aspects: emphasised

words, actions on emphasised words, text length, resemblance to original format, lexical density and readability. Analyses were conducted to examine whether these aspects may have led to an increase in evaluators' attention levels.

The similarity of this research with the above is take place in the scope of the study that is translation study. and the dissimilarity of this study with the two previous studies in the object of study. The first previous researcher take *Translation Shift On Noun And Noun Phrase In Frozen Movie And Subtitling*, second researcher is entitled *A Translation Shift Analysis on Verb and Verb Phrase of The Avengers Movie and Its Subtitling*, third researcher is *Equivalence Strategy Used In Night At The Museum 2: Battle Of The Smithsonian Movie And Its Subtitle* and the forth is *Translation evaluation on the surface of texts: a preliminary analysis* as the object. The first previous study focuses on noun and noun phrase, while the second focuses on translation shift on verb and verb phrase phrase, the third is equivalence strategy, the last only focuses in translation evaluation and here the writer takes *Laundry Guidelines of Samsung WF 8692 NFV* as the object of study and focus of the study takes places on Translation analysis.

### **C. Problem Statement**

Based on the statement above, the writer formulates the research problem as the followings.

1. What are the method of translation found in *Laundry Guidelines* of Samsung WF 8692 NFV?
2. How is the readability of *Laundry Guidelines* translation of Samsung WF 8692 NFV? and
3. What are the accuracy of *Laundry Guidelines* translation of Samsung WF 8692 NFV?

### **D. Objective of the Study**

The objectives of the study are as the following:

1. to identify the method of translation for in *Laundry Guidelines* translation of Samsung WF 8692 NFV.
2. to describe the readability of *Laundry Guidelines* translation of Samsung WF 8692 NFV, and
3. to show the accuracy of *Laundry Guidelines* translation of Samsung WF 8692 NFV.

### **E. Benefit of the Study**

The benefit of the study is divided into two parts;

1. Theoretical; The research finding gives benefit in improving the understand about Translation Analysis on Label Product.

## 2. Practical;

### a. Translator

For translator the research finding can be used to enrich their knowledge in order to improve their translation.

### b. Other researcher

The result of the reseach can be used to add the reference for other researcher in studying translation.

### c. Lecturers

The result of this research will give benefit to the lecturers to enrich their knowledge in Translation Analysis, especially about this.

### d. Student

This research can enhance the knowledge of the foreign language student mainly related with translation field.

## **F. Research Paper Organization**

Research paper organization is divided into five chapters: The outline of this research paper is arranged systematically. The following research paper organization consists of five chapters and each chapter is sub divided into further divisions. In brief the research paper organization can be arranged as follows.

Chapter 1 is introduction that includes background of the study, previous study, problem of the study, limitation of the study, objective of the study, and research paper organization.

Chapter II consists of underlying theory. It deals with the notion of translation, process of translation, types of translation, equivalence in translation; meaning is translation, and translation shift.

Chapter III is research method. It covers type of the research, data and data source, object of the research, method of collecting data, and technique for analyzing data.

Chapter IV discusses research result and discussion. The research result is divided into classifying translation variations used of Translation Analysis in Laundry Guidelines, knowing the dominant translation in Laundry Guidelines, describing the meaning of Word translated into Indonesian.

Chapter V is conclusion and suggestion. Besides, the last part is bibliography and appendix.