

# CHAPTER I

## INTRODUCTION

In this first session, the researcher describes which regarding to background, focus of the study, research problems, objectives of the study and the last significances or benefits of the study.

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

As long as the history of human creativity that consists of organization, social, economic, science, technology and symbol product. These aspects cannot be separated of human activity because those aspects are human symbols especially language. Refers to Kuntowijoyo (2006: 3) said that “human activity which is created the meaning and refers to other reality than daily experience”. Yet, those aspects are regarded to language then this research discussed about text (language) especially translation where it explores translation culture terms which consists of two or more culture (cross culture).

Translating Indonesian into English is not easy especially culture terms, because the translator must understand both of culture. It is one of the requirements for translator. Translation is more widely used to connect the gab in the inter-language communication, it is also related to many aspects to be concerned. One of those aspects is about culture. When the translator is faced with cultural terms and it looks for cultural equivalents between the source language and the target language. Sometimes it becomes a difficult process. The difference between the source language and the target language make the process of translating being a real challenge. It is difficult to find the cultural equivalence, since there is the fact that the target language that is spoken by people in different culture especially in language form. Concerning language and translation, Newmark (1988:94) defines culture as “the way of life and its manifestations that are peculiar to a community that uses a particular language as its means of expression”. It means that culture relates to art, custom, organization, food, belief, tradition, artefact and habit of a society, in which

language is used as communication. Of course, this culture influences in translation.

In translating the culture is more difficult than translating the simple word itself because the translator should be familiar to estetic context and source language culture. Cultural terms are very sensitive matters to be translated. Most of people know that culture is something related to the 'personality' and the 'originality' of a nation, therefore, culture field is different from the other, because every culture has different ways of communication.

Indonesia is a develop country which is dominated by destination, it means that tourist attraction. More people travel all over the world to find new place or spot. They try to find their need, plasure, good outlook. They look for the information about the place through the internet or others sources like booklet or leaflets. In Indonesia, there are many kinds of place or destination to be visited. In order to give those kinds of information to the foreigner and to get the benefir from them, that information gave through the booklet. More especially, Bali is one of has wealth with the tour destination. Because of that Bali is known well by foreign tourism. it makes translators to write variation booklet as promotion their destination. Nowadays, most of travel agent writes bilingual booklet form in Bali. A tourism booklet contains the culture aspects such culture terms. It can be divided into several categories such as ecology, material culture, social culture, religious culture, and linguistics culture. These catogories may be translated in different ways. This aspect must get attention by the translators. The content of Tourism Booklet of Badung-Bali can be as a source data of this research. It employs many indonesian cultural terms are translated using different technique and quality are analyzing each words or phrases. These words are called by the words of culture. Refers to Newmark (1998: 95-103) "the culture terms such as indigenous culture, traditional food, events, organization, animal, place, language". Then Refers to Leonardi (2000: 1) in Haryanti (2006: 168) said that the translator faced to two languages culture sauch as SL and TL. It means that all the culture elements of two languages such as, name, history, religion, social, food, faith, tradition, fashion, social structure, daily activity, social relation, and language.The translator is

demanding understanding both of language context (culture). In translator should balance suitability of the source language into target language. The phenomena could be seen in Bilingual tourism booklet of Badung Bali, and it can be analyzed as below::

ST : Anda bisa datang ke **Pura Taman Ayu**

TT : You can come to **Taman Ayu Temple**

**Pura Taman Ayu** translated into **Taman Ayu Temple** is one kind of Transposition Translation Technique. Transposition Molina and Albir's terms (2002) it is a translation technique involving a change in grammar from the source language into the target language. And Newmark (1988) says that transposition is a technique changing the meaning of the message. In the level of culture terms, transposition can be found in a shift of world or class from word into phrase and from phrase into word.

ST : Anggota masyarakat ini terikat dalam suatu aturan adat yang disebut **Awig-awig**

TT : The customary members are bound to a customary by-law called **Awig-awig**

The phrases above are taken from bilingual book entitled Holiday to Badung Bali. Awig-awig translated into English to be Awiq-awiq, and it is categorised to borrowing translation. These words are called transference because the translation way is adapted from source text, and in the target culture text there is not Awiq-awiq terms. According to Molina and Albir (2002: 509) in Sutopo (2015: 63) say that "borrowing technique is a technique which is borrowing of word or utterance from source language". And Borrowing Sutopo's terms divide them into two; they are Pure Borrowing and Naturalized Borrowing. The culture terms above are an example of Pure Borrowing technique. It called pure borrowing caused that is a kind of pure technique without changing the words.

SL: Bebatuan yang menjadi pagar alas juga **prasasti** ditengah sungai membuat air meluncur menjadi dinamis.

TL: The rocks transforming into the fence, bed as well as **Inscription** in the river basin makes the water move dynamically.

The boldface word above is categorized into equivalence technique. Molina and Albir (2002: 509) in Sutopo (2015: 64) it is a translation technique that is applied by using a term or expression recognized as an equivalent in the target language (based on the dictionary or habit). A word above is matched to apply this technique.

The tourism booklet of Badung-Bali is a kind of book which contained information. The aim of information delivered to local tourists or foreign tourists. So, the content should get critical or suggestion from science research regarding to quality. There are three aspects of quality; they are accuracy, acceptability and readability. The example of the three aspects can be found on this booklet such as:

ST: Anda bisa datang ke **Pura Taman Ayu**

TT: You can come to **Taman Ayu Temple**

Refers to Hui-Jan (2007: 107) in Sutopo (2015) a translation of accurate indicates that the meaning or message in the target reader obtains from the meaning translated text, should be substantially the same as the meaning or message the original reader has acquired from the original text. Based on the theory from expert, the phrase which boldface above is accuracy.

ST : Anggota masyarakat ini terikat dalam suatu aturan adat yang disebut **Awig-awig**

TT : The customary members are bound to a customary by-law called **Awig-awig**

A translation can be acceptable if it is read as an original text in target language and sound natural for the target readers. Bell (1991: 90) states that the target text must be intended to be a text and accepted as such in order to be utilized in communicative interaction. Refers to Bell, the words above are accepted.

SL: Bebatuan yang menjadi pagar alas juga **prasasti** ditengah sungai membuat air meluncur menjadi dinamis.

TL: The rocks transforming into the fence, bed as well as **Inscription** in the river basin makes the water move dynamically.

The boldface word above can be categorized into readability aspect. Refers to Nababan (2008:) explains several factors that influence the readability of a text: the use of new words, local words, ambiguous words, strange words, the use of incomplete words and complex words and then the average length of sentences. The other definition found by Sutopo (2015) defines that a text is readable by the readers; it means that has the interesting style, good rhyme and can be accepted.

There are three basic reasons why the tourism booklet are chosen for source data in this research. First, the bilingual tourism booklet especially in Badung- Bali consists indonesia history, many tourism infromation, based on basic analysis the cultures whose have various translation. Second, tourism booklet is part of a tool of information sharing about Indonesia to tourist foreign or local tourist. Third, if any mistakes or unsuitable with the theories of translation, the texts in tourism booklet must get critical through this research. And Culture terms Indonesian especially Badung-Bali is still a little done by students or researchers. Fourth, the culture terms translation could be called difficult category. Sometimes, the culture terms are difficult seeking equivalence meaning, caused by ‘culture contrast’ between source and target culture from a text. So, the booklet of Badung- Bali is kind of book which contained many culture terms of Indonesia should be evaluated by theory.

## **B. Focus of the Study**

This research describes about the translation technique and quality of the text in translating Indonesian cultural terms. The research focuses on English translation of Indonesian culture terms in form of words, phrases and sentences.

## **C. Problem Statements**

Based on the explanation phenomena mentioned in the background of the study, the problem formulated as follows:

1. What are translation techniques in translating the tourism booklet of Holiday to Badung-Bali (*Berlibur di Badung-Bali*)?

2. How is the translation quality of the Indonesian culture terms into English in words or phrases seen from as accuracy, acceptability, and readability?

#### **D. Objectives of the Study**

Based on the problem statements above, the researcher determines the objective of the study as following:

1. to clarify translation techniques are used translate the tourism booklet of Holiday to Badung-Bali, and
2. to describe the translation quality in translating the Indonesian cultural terms into English in words and phrases. seen from as accuracy, acceptability, and readability

#### **E. Benefits of the Study**

In translation studies there are many benefit of the result. Those are theoretically and practically, especially researcher, cultural translator, students of language studies, publisher, editor, reader.

##### 1. Theoretical Benefits

The finding of the research can enrich knowledge and information of the research especially translation analysis, such as in Indonesian to English or English to Indonesian.

##### 2. Practically Benefits

###### a. Students of Language Studies

This study is expected to give a wider perspective of Indonesian Material cultural terms translation to students of language studies.

###### b. For Culture Translators, Publishers and Editors.

This study is expected to be an additional input about what shall consider in translating material cultural terms in order to produce a good translation which is accurate, and can understand easily by the readers. The result of this research also can be reference of cultural translators to study translation especially cultural terms. It means that, cultural terms not only Indonesian but also other country terms, and  
The Reader

The reader can be able to recognize and analysis all of information. The theoretical also can be guiding their when they do some research.

## **F. Research Paper Organization**

In this research is divided into five chapters, each chapter is organized as follows:

Chapter I consists of background of the study, focus of the study, problem statements, objectives of the study, Benefits of the study, and thesis organization.

In chapter II consists of previous study which have relation topic in this research, then thwoeretical review which is discussed aabout some theories refers to experts. They are definition of translation, principles of translation, process of translation, types of translation, and problems in translation, translation techniques, and translation quality, culture terms, problems in translating cultural terms, bilingual tourism booklet and the last is theoretical framework.

In Chapter III covers type of research, data and source of data, technique, technique of collecting data, data validity, technique of analyzing data, and, research procedure.

In chapter IV divided into two points, they are research finding and discussion. Reserach finding discusses about the result analysis refers to problem statements in chapter I, then discussion is covered the result analysis which have relation with the theory.

The last is chapter V consists of Conclusion, Implication and Suggestion. In this part presents conclusion, where concludes research finding and discussion. The Implication is contained about the implication of translation field for education, people and intitution. And the last is suggestion presents some idea from the researcher to student, translator, publisher, writer and reader.