

## CHAPTER I

### INTRODUCTION

#### A. Background of the Study

Translation is a process transferring meaning or idea from one language or source language into other language or target language. Brislin (1976:1) defined translation as a general term that refers to a process of transferring many thoughts and ideas from one language to other language whether in written form or oral form. It means that a translator should produce a good translation product.

In order to produce a good translation product, translation method and translation equivalence are the important things that should be mastered by the translator. Translation method and translation equivalence are key in producing an acceptable translation product which provides a text in other language without changing the idea or meaning.

There are many translation method theory according to experts of linguistics. One of the translation method theory is by Peter Newmark. Newmark divided translation method into eight; word-for-word translation, literal translation, faithful translation, semantic translation, adaptation, free translation, idiomatic translation, and communicative translation. By using translation method and translation equivalence, it can help the translator to make an equivalent translation product.

In translation, a translator may translates a whole text or only the certain part of a text. While, in this case, it found in directive utterance spoken by characters within *The Little Mermaid (Putri Duyung)* bilingual comic. Directive utterance is the utterance which produced directly by the characters.

The types of directive utterance can be divided into three; command, request and suggestion.

The researcher chose *The Little Mermaid (Putri Duyung)* bilingual comic as the data source in this study. The researcher chose this bilingual comic because there are many moral values especially for children, such as likes to help others, obedient to parents and think well before making a decision. The bilingual comic designed for children in order to make them easier to learn foreign language. The layout of the comic is bilingual style where page on the left is written in English, while page on the right is written in Indonesian. It makes the readers easier in checking the source language and target language.

In *The Little Mermaid (Putri Duyung)* bilingual comic, the researcher found phenomena about the translation method and translation equivalence used by characters especially in directive utterance. The examples are in the following explanation.

**SL** : “Tell me more, please.”

**TL** : “*Tolong ceritakan lebih banyak lagi.*”

In the utterance above, the translator used faithful translation. It reproduces the precise contextual meaning of the original text into target language even though word “please” that translated into “*tolong*” moved to the beginning of the utterance. The utterance applied dynamic equivalence because the form in the target language is changed but still follows the rules from the source language.

Another utterance that can be an example of the phenomena:

**SL** : “People must not see me!”

**TL** : “*Aku tak boleh terlihat oleh manusia!*”

In the utterance above, the translator used communicative translation because it attempted to provide the appropriate meaning of the original way and the language are acceptable to the readers. The translator applied dynamic

equivalence because eventhough the form of source language is changed, it still acceptable and meaningful.

Considering the phenomena above, the researcher interested to conduct the study by analyzing the translation methods used and translation equivalence in characters' directive utterances within *The Little Mermaid (Putri Duyung)* bilingual comic then write down as a study entitled "**Translation Methods Used in Characters' Directive Utterances within *The Little Mermaid (Putri Duyung)* Bilingual Comic**".

## **B. Limitation of the Study**

The researcher limits the research on the translation method and translation equivalence. The data are taken from directive utterance spoken by the characters within *The Little Mermaid (Putri Duyung)* bilingual comic. In analyzing the directive utterance as the data source, the researcher used Kreidler's theory (1998:189). The theory stated that there are three types of directive utterance which can classify and describe the data clearly.

## **C. Problem Statement**

The problem statements of this study can be sated as follows:

1. What are the translation methods used in directive utterances spoken by characters within *The Little Mermaid (Putri Duyung)* bilingual comic?
2. What are the translation equivalence used in directive utterances spoken by characters within *The Little Mermaid (Putri Duyung)* bilingual comic?

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

The objective of this study according to the problem statement can be stated as follows:

1. To classify the translation methods used in characters' directive utterances within *The Little Mermaid (Putri Duyung)* bilingual comic.
2. To describe the translation equivalence used in characters' directive utterances within *The Little Mermaid (Putri Duyung)* bilingual comic.

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

The researcher hopes that this research can be useful for others as follows:

##### **1. Theoretical Benefit**

This research will be useful for an additional reference in translation study. It also useful for others who need references about translating utterances within bilingual comics and its translation methods.

##### **2. Practical Benefit**

###### **a. For the other researchers**

This research can inspire other researchers who want to propose a thesis about translation especially in translation method and translation equivalence.

###### **b. For the students**

The researcher hopes this research will be useful for students in practice of translating bilingual books from English to Indonesian.

###### **c. For the teachers**

The findings of this research will help the teachers to give more explanation and example in teaching translation.

## **F. Research Paper Organization**

This research is divided into five chapters:

Chapter 1 is introduction which consists of background of the study, limitation of the study, problem statement, objective of the study, benefit of the study, and research paper organization.

Chapter II is underlying theory which consists of theoretical review, previous study and theoretical framework.

Chapter III explains research method. This chapter consist of research type, research object, research data and data source, technique of data collection, data validity, and technique of data analysis.

Chapter IV is research finding and discussion. This chapter presents the translation method used in directive utterance within *The Little Mermaid (Putri Duyung)* bilingual comic and describe the translation equivalence used used in characters' directive utterances within *The Little Mermaid (Putri Duyung)* bilingual comic.

Chapter V presents the conclusion of the research and suggestion.