

# CHAPTER I

## INTRODUCTION

### A. Background of the Study

Human beings as social creatures are meant by nature to live with other humans. They live in communities, shows that humans depend on each other. They express their ideas, thoughts, feelings, and emotions as a treatment to show their existence by communicate with other humans. The action of two or more people communicating to each other is called communication. To make a realization of communication, language is an important element to convey the meaning as intended by the speaker.

Language itself is a method that combines words and pronunciation in a communication understood by a community. According to Cambridge Dictionary, language is a system of communication consisting of sounds, words, and grammar, or the system of communication used by people in a particular country or type of work. On the other hand, Sirbu (2015) stated that language is essentially a means of communication among the members of a society.

Language can be considered as a tool of communication as it has important values related to a group identity. Thus, learning foreign language is beneficial in order to study other community's culture, especially in literature. To help those who don't know foreign language, translation is needed to make them understand the messages and meanings contained in the literary work.

Due to the fact that translation has essential role in many aspects, not just in literature, but also in education, politics, information, entertainment, and the name of it. Newmark (1988: 45) in *Textbook of Translation* mentioned that the main issue of translating that has been going on for ages since at least the first century BC is whether to translate literally or freely. Until the beginning of the 19<sup>th</sup> century, many writers preferred some kind of 'free' translation to the other so the readers understood the message they trying to convey.

Webtoon is one of many literature works that has been translated into various languages. It is a digital comic that can be accessed whether through a website or smartphone application. The comic's panels are usually set in a vertical strip from top to bottom, or slide-to-slide panels for each episode. The author can add music and/or animation that can be played during each chapter in the comic to enrich the story telling and draw readers' attention so they can have better experience in enjoying webtoon.

According to lexico.com, webtoon is an animated cartoon or series of comic strips published online. It originates in the 1990s from the word web (internet) and toon (informal form of cartoon film).

As mentioned in Wikipedia, “webtoons (Hangul: 웹툰) are a type of digital comic that originated in South Korea”. Since it’s in digital platform, printed manhwa (Korean term for comic) has decreased as paperless-based platform is being a popular medium in the country. It also makes webtoon known internationally due to the fact that it is easier to access compared to the physical printed book, despite having an equal amount of publication. Many webtoon titles have been translated into various languages. Bahasa Indonesia is one of the most used language as target languages, both official and fan translations. Because of its popularity, people outside South Korea are trying to work on their own webtoon title and translate it to other languages for global readers.

In translating webtoons, every translator has their own preference of using translation method. In the case of Bahasa Indonesia and English, the writer found that many sentences in Bahasa were translated into English in various methods, especially in webtoon *Eggnoid* made by the pen name Archie The RedCat. There are some phenomena found in the data source which translate into English.

SL: Setelah kedua orang tuaku meninggal aku tinggal sendirian...dirumah yang besar dan sepi.

TL: *Since my parents passed away I've been living by myself in this big, quiet house.*

In the sentences above, the clause *dirumah yang besar dan sepi* was translated into *in this big, quiet house*. The translator uses faithful method in translating the clause above from Bahasa Indonesia into English to precisely reproduce the contextual meaning of the original text with the TL grammatical structure. The attempt to be faithful to the intentions of the SL writer is the main concern of this method.

Seeing the phenomena above, the writer is interested in analyzing translation method of webtoon *Eggnoid*. This is the reason why the writer will do a study entitled *An Analysis of Translation Method in Webtoon Eggnoid by Archie The RedCat*.

## **B. Previous Study**

The first is a journal named *Meaning in Translation* by Rini (2017). The data of this journal is from books about translation, mostly explain the theories of translating. Due to the main data sources are from books, the author used document analysis method in collecting the data. The objective of this study is to find the problems in finding the meaning equivalence in translating. In analyzing the data, the author used quantitative

method. The researcher found that because of the difference of every language system, the translator may find it difficult in transferring the meaning to target language text. Additionally, the difference of culture and various meaning embedded by word might bring trouble for the translator.

Jamil (2013) in his study *A Translation Analysis of English Phrasal Verb in Endless Night Novel and its Translation* has objectives to classify the translation shift of phrasal verb and to describe the equivalence of phrasal verb and its translation. This research applies descriptive qualitative research. The research takes the data from *Endless Night* and its translation *Malam Tanpa Akhir*, using documentation method to collect the data and phrasal verb on both novels as the research object. The results of this study are from the proceeded percentages show that translation shift from phrasal verb into verb is dominant, and the translation of phrasal verb found in the novel into its translation is an equivalent translation.

Susain (2013) in *Methods of Translation in Comic Novel "Diary of Wimpy Kid" into "Buku Harian Wimpy" by Jeff Kinney* aimed to explain the translation method of idioms used by the translator and describe the types of idioms found in both comic novels. The writer used descriptive qualitative method. The data for this research were taken from the comic novel *Diary of a Wimpy Kid* by Jeff Kinney and *Buku Harian Wimpy Kid* written by Ali Muakhir and translated by Noviana Abdu, using documentation method in collecting the data. The source data analyzed only the first chapter of the comic novel from ten chapters in the comic novel. The writer found some results in this study. One of them is that faithful translation is the most used method in translating the novel to maintain the readability and naturalness of translation text. The writer also found four types of idiom found in both comic novels, those are: phrasal verb (37 numbers), incorporating verbs (10 numbers), irreversible binomials (2 numbers), and tournures (1 number).

Masduki (2011) in *Analysis Novel Translation: The Equivalence of Meaning and Style* aimed to analyze novel *The Highest Tide* and its translation using the holistic criticism approach, and to get meaningful and comprehensive answers on the research questions. The writer applied qualitative approach for this study. Translator of the novel *The Highest Tide*, source text of the novel and its translation *Pasang Laut*, and the readers of the novel translation were taken as the data source of this study. The techniques to collect the data were in-depth interview, documentation, and questionnaire. Triangulation of the data was employed to increase the validity of the

data. The researcher made use of other source of data to get the similar data. In this study, interactive analysis model was used to analyze the data. The results from this study were categorized into three factors. First is general factor which stated that the academic background, professional experiences, and works of translation influenced the translation of novel *The Highest Tide*. Second is objective factor which stated that types of meaning realized in translating novel *The Highest Tide* were lexical, grammatical, situational or contextual, textual, socio-cultural, and implicit meaning. The last is affective factor which shown that the translation of the novel was very good according to expert translator.

Yunisa (2020) in *Translation Analysis on the Indonesian Version of Dear God By Avenged Sevenfold* discussed the translation method of the Indonesian version of the song of *Dear God* and aimed at finding out the translator's ideology in the translation of the of the song in terms of the theory of domestication and foreignization using qualitative approach with qualitative descriptive methods. To support this research, the writer used theories from Newmark and Venuti. By the end of the study, the writer found that translators are likely to use translation methods that are oriented to the language of the target text. Additionally, it was found that the domestication technique appeared dominantly in the translation of the Indonesian version of *Dear God* song.

The next study is from Yuliasri (2016) entitled *Translation Techniques and Pragmatic Equivalence in Indonesian Translation of Humorous Utterances in the Walt Disney's Donald Duck Comics*. The study tries to discover the translation techniques used in translating the humorous utterances in the Walt Disney's *Donald Duck* comics and its effect on the pragmatic force and the humor of the utterances. The writer found that to translate the 480 utterances, 647 translation techniques are used. It is also found out that using generalization, established equivalent, linguistic compression, amplification, literal translation, compensation, linguistic amplification, variation, particularization, borrowing, transposition, description, and calque as translation techniques, 96.87% of the translated humorous utterances being equivalent in their pragmatic force, while using amplification, discursive creation, reduction, adaptation, and modulation resulted in 3.13% of the translated text is not equivalence.

Other study done by Ginting et. al. (2018) titled *Translation Methods in Reader's Digest Magazine by Students' of English Department at HKBP Nommensen University* also aimed to analyze translation methods, used by students of English Department at HKBP Nommensen University as the participant. By using descriptive-qualitative

research, the data were collected through a test and analyzed using types of translation methods by Peter Newmark. The finding of this study is that the translators use all types of translation methods in translating reader's digest magazine, with literal translation as the most frequently used method.

A study conducted by Luong in 2016 entitled *Equivalence in the Vietnamese translation of Shakespeare's Romeo and Juliet* investigates and compares the Shakespeare's *Romeo and Juliet* and its Vietnamese translation by Dang The Binh to learn the levels of equivalence in regards to semantic features. There are three key points found in Vietnamese translation of *Romeo and Juliet*. Firstly, dynamic equivalence is partly used in the translation, which helps the translator takes care with the cultural features. Secondly, formal equivalence can be found as in the translator's choice of Vietnamese poetic forms to translate the iambic pentameter in the original text. Lastly, it seems that the language used in the Vietnamese translation for *Romeo and Juliet* is suitable and familiar to the Northern audience due to the mass number of slang words that are quite popular for the Northern people.

In *Translation Method of English into Indonesian Used in Movie Scripts and Their Application in Translation Teaching*, Haryanti, Sabardila, Prasetyarini et al. (2020) discussed the classification of translation methods used in movie scripts and their application in translation teaching. The data were words, phrases, clauses, and sentences written in *Aladdin* and *Harry Potter* movie scripts and their translation both written in source and target languages. The data were analyzed using Spreadly and Catford theories. The writers found eight methods were used in translating the scripts namely, word-for word translation, literal translation, faithful translation, semantic translation, communicative translation, idiomatic translation, free translation, and adaptation. The steps in applying the translation methods were explaining the theory, asking students to translate English script movie into Indonesian, discussing the translation results in pair, explaining examples of translation methods, asking students to apply the examples of every translation method three times, assessing the results to evaluate the students' progress, discussing the translation result in applying translation methods, and feedback given to students.

Another study conducted by Haryanti in 2014 titled *Translation Accuracy, Acceptability, and Readability of Harry Potter Series into Indonesian (Appropriate Example for Teaching Translation Subject)* is aimed at describing the *Harry Potter Series* translation accuracy, acceptability, and readability; and whether the translation

can be used as suitable examples for teaching and practicing translation to the students. The writer employs descriptive-qualitative research. The data were taken from the series English sentences and its Indonesian translation, collected by using content analysis, open questionnaire, and interview to readers. The data are analyzed with Spreadly's four analysis steps, namely domain, taxonomy, componential, and cultural theme. The result of this study is that the translation has decent accuracy, acceptability, and readability, thus the writer comes to a conclusion that the research result can be used as appropriate examples of the teaching translation subject for students.

### **C. Limitation of the Study**

There are potentially a few limitations in this study. There are 252 episodes of *Eggnoid* webtoon in the application, but due to the lack of analyzing time on the subject, the writer only took the data from episode one to seven. Additionally, the choice of word in the Indonesia version is not following to direction of Indonesia standard language. The data for this research will be the Indonesia and English translation sentences in *Eggnoid* webtoon. As for the data source it will be *Eggnoid* webtoon and its official English translation from LINE WEBTOON application in Android. In analyzing the data, the writer uses translation method theory of Newmark (1988) and semiotic equivalence theory by Baker (2018).

### **D. Focus of the Study**

The problems of the study can be formulated in questions below.

1. What are the translation methods used by translator in translating the webtoon *Eggnoid* from Bahasa Indonesia into English?
2. How is the equivalence in translating the webtoon *Eggnoid* from Bahasa Indonesia into English?

### **E. Objective of the Study**

The objective of the study, as in accordance with the focus of the study above, can be formulated as follows.

1. To classify the translation methods in the webtoon *Eggnoid* used by translator from Bahasa Indonesia into English.
2. To describe translation equivalence in translating the webtoon *Eggnoid* from Bahasa Indonesia into English.

### **F. Benefit of the Study**

1. Theoretical Significance

This research is expected to aid the readers' knowledge of translation methods

and translation equivalence used in translating webtoons, especially the one entitled *Eggnoid*.

## 2. Practical Significance

### a. For students

The result of this research can provide knowledge for students in the future to improve their general understanding about translation methods used in webtoon.

### b. For teachers

Teachers might use this study as an aid for them to present material of translation.

### c. For researchers

The result of this research can provide reference of other study in relevant conducted by other researchers in the future to improve their general understanding about translation methods used in webtoon.