CHAPTER I

INTRODUCTION

1.1 The Background of the Study

Translation can be seen as a process and a product. Translation as a product is related to black box. Neubert & Shreve (1992: 30) propose that the psycholinguistic perspective views translation as a "black box" in which cognitive processes occur. Further, Toury in Neubert & Shreve (1992: 30) states

> Translated texts and their constitutive elements are observational facts ... translation processes, those series of operations whereby actual translations are derived from actual source texts, though no doubt also empirical facts, and as such part of the object-level of translation studies, are nevertheless only indirectly available for study as a kind of 'black box'.

The quotations denote that the black box exists within a translator's mind and that a translated text is originated from a source text (ST). The source text is transmitted to the black box in which the translator considers which aspect is more prominent, which part conveys a more important role over the whole text message, which word is the equivalent, etc. Within the black box, some concepts will be gained that allow the translator to put them into a new form, that is the product of translation. However, this research focuses on translation as a product since the researcher is doing a research on the translation techniques.

Molina & Albir (2002: 508) suggest that the translation method affects the way micro-units of the text are translated: the translation techniques. It can be said that translation techniques are applied only to translate the small parts of the text. Further, they classify the techniques into eighteen kinds. Those techniques vary

and can be used individually depending on the aim of translation. For example, a unit of mass used in western countries, pounds, is translated as kilogram in Indonesian. The example given depicts adaptation phenomenon which replaces the cultural element of the source text with the cultural element of the target text (TT) in order to fit the target readers' understanding.

In relation to the notion, accuracy is one of the most significant aspects in assessing the quality of translation product. Accuracy refers to the equivalence of message between the source text and the target text. According to Nababan (2012: 44), efforts to reduce or add the contents of the source text message to the target text message should be avoided. It is due to the gain and the loss which might be suffered by the source text message. For example, *"Almost 100% of middle-aged people need eyeglasses"* is translated as *"Hampir 100% manusia setengah baya memerlukan kaca mata"* Nababan (2012: 52). The sentence has been accurately translated into Indonesian. There is no gain or loss in the message conveyed. Moreover, the result of translation fits the Indonesian grammar rules.

Multi-ethnics and nations deliver a great contribution in developing language resulting in cultural words. Cultural words are typical words which are used by a speech community of a particular culture as its means of communication. As the words are culturally bound, some of them cannot be translated literally. Newmark (1988: 95) states that the more specific a language becomes for natural phenomena (e.g., flora and fauna) the more it becomes embedded in cultural features, and therefore creates translation problems. Thus, various translation techniques need to be used so that the result of translation can

be both accurate and natural. Cultural words in George Orwell's *Animal Farm* which has been translated into Indonesian by Bakdi Soemanto, for instance, are translated by using different techniques and different degree of accuracy. For example, (1) hams is translated as daging babi yang sudah diasinkan, (2) the hay harvest is translated as menuai jerami, and (3) paddock is translatedas padang rumput.

The translator employs appropriate translation techniques that influence the accuracy of the translated text. He translates datum (1) hamsas daging babi yang sudah diasinkan in Indonesian. The datum illustrates description phenomenon. The form of the source text is explained asdaging babi and the process making is described as yang sudah diasinkan. The product of translation is accurate as there is no additional message in the target text, but description to make the target readers understand. The phrase (2) the hay harvestis translated asmenuai jerami in the target text. Transposition is employed to translate the source text in which the class of wordis different from the target text. In English, the noun phrase the hay harvest is constructed with the (modifier) + hay (modifier) + harvest (head), whereas the verb phrase menuai jerami is developed with menuai (verb) + jerami (object) in Indonesian. The Indonesian rendering is less accurate because it contains some different semantic features from the source text. Text (3) paddock is translated as padang rumput which uses generalization technique. Paddock is a particular field enclosed by fences and used to keep or train horses, but in this case it is translated as a more general term which has no fences and no animals to keep there. It is due to the reason that there is no similar

term in Indonesian. The result of translation, therefore, is less accurate as some information are lost in the target text.

A great number of cultural words are found in George Orwell's fenomenal work of art. The words are translated by using different translation techniques and different degree of accuracy to acquire the nearest equivalent. Besides, analyzing this phenomenon is beneficial to improve the other researchers, translators, or interpreters understanding about translation topic. Due to that reasons, the researcher feels challenged to conduct a research related to the phenomenon, particularly the techniques employed in translating the cultural words in George Orwell's *Animal Farm* and their accuracies.

1.2 The Statement of the Problem

Related to the previous discussion, the researcher presents two problems that will be analyzed, namely:

1. What are the translation techniques employed in translating the cultural words in George Orwell's *Animal Farm*?
2. How is the accuracy of the cultural word translation?

1.3 The Objective of the Study

Objective of the study intends to solve the problems that are encountered. Accordingly, the objective of the study are as follows:

To discover the translation techniques employed in translating the cultural words in George Orwell's *Animal Farm*.

To reveal the accuracy of the cultural word translation.

1.4 The Scope of the Study

Limiting the scope of the study is necessary to avoid any deviations. Here, this research concentrates on exploring only the translation of cultural words which are in the form of words and phrases. The source text is George Orwell's novel entitled *Animal Farm* published in 1954 by Longmans, Green and Co. While, the target text is its Indonesian version translated by Bakdi Soemanto. It was published in 2015 by Bentang. The discussion covers the translation techniques used to translate the cultural words in George Orwell's *Animal Farm* and the accuracy of their renderings in Indonesian. The translation techniques which are employed to conduct this research are the ones proposed by Molina & Albir. While, the accuracy is assessed based on Nababan's theory.

1.5 The Significance of the Study

The study might be a useful reference for those who are interested in translation topic, especially the one dealing with translating English cultural words into Indonesian. The theorytical contribution is expected to help the other researchers in enhancing their linguistic knowledge in translation. Practically, the output of this study may improve the cultural competence of translators or interpreters so that they can enhance their performances. Thus, their confusion in translating or interpreting English cultural words into Indonesian may be eliminated.