# CHAPTER I

# INTRODUCTION

## *1.1* **Background of Translating *Winning in The Indian Market***

Translation is the transfer of thoughts or ideas from a source language into another language. The translation is to change the source language text into the target language text by considering the meaning of the two languages so arranged as closely-similarity, so it does not change the meaning.

Language is a tool for interaction between the members identify themselves or to cooperate. In the Oxford dictionary language is a system of communication in speech and writing used by people of a particular country. But in daily life, the language ased depending on the space occupied, this causes the language in each country is different. In this case the language that will be very important to interconnect between parts of the world. People always need to communicate even they live in different country. That is why it needs connection between them like language.

In modern times many of the businessmen have sprung up to compete to get more revenue from income initially, especially in today's technology is more sophisticated, and therefore the book I took titled *"Winning in Indian Market"* to deepen further the science of businessman in Indonesia, a book which originally of india is very beneficial for the businessman in Indonesia because as we know the Indian market also affects the world market.

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In this paper, the writer translate seven chapter of book entitled *"Winning in The Indian Market"* namely The Mixed Messages from Consumer India, why brother with Consumer India, Understanding Consumer India's Demand Structure, just How Much Purchasing Power Does Consumer India Actually Have, Schizophrenic India, Demographic, The Process of Change.

What the writer selected to translate the book of on the research because the writer is happy to read a book and translate the book although not yet to translate properly however know the point in the book, so the writer enjoy with translate the book even research.

The write chooses this book she was interested in all about business especially this book explains about the successful business India. She hope this translation can give new knowledge to the write self, readers can also understand about business in India and successful business strategy in India, hopefully this book can also be a reference for readers to start a business in the field of marketing.

**1.2    Purpose of Translating *Winning in The Indian Market***
Following are some of the purposes of the translation :
1.  To practice translation the book entitled *"Winning in The Indian Market"*
2.  To improve the translation skill.
3.  To know the meaning of the book.
4.  To know the methods of translation use in the book.
5.  To help Indonesia people to be able to read this book in Indonesian version.

**1.3    Significance of Translating *Winning in The Indian Market***

This translation is expected to be a benefit and may be use by other translation

and  readers in terms of :
1.  Theoretically, the translation can be use as reference for the next study

and it will increase the knowledge about translating process.

2. Practically, the translation project is expected by the readers and it can help the student of English Program in translating a book. Last, it is for the writer self in practicing the quality in translating the book.

**1.4      Process of Translating**

Translation process is a process where the translation mobilized their knowledge, skill, ability, and habitually to transfer a message from SL to TL. Nide and Taber (1968) divide translation process to three levels, there are : (1) analysis of the message in SL; (2) transfer; (3) restructure message to TL.

This process is explain the following figure :

| Source Language | | Target Language |
|---|---|---|
| Analysis | | Reconstruction |
| | Analysis | |
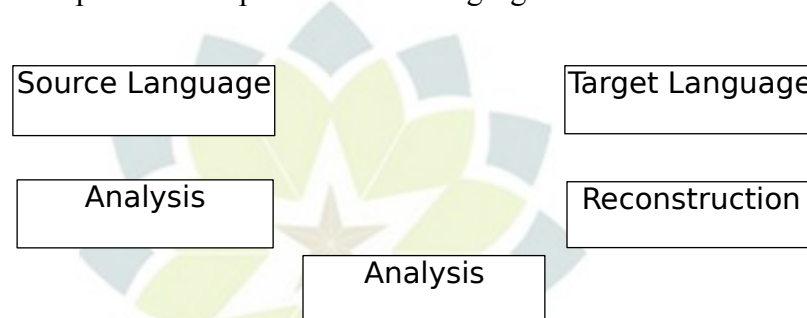
*Gambar 1.1 Process Translating Nida and Taber*

According to Newmark (1998:19), his description of translating procedures is operational. It begin with choosing a method of approach. Secondly, when we are translating, we translate with four levels more or less consciously in mind: (1) the SL text level of language, where we begin and which we continually (but not continuously) go back to; (2) the referential level, the level of objects and events, real or imaginary, which we progressively have to visualize and build up, and which is an essential part, first of the comprehension, then of the reproduction process; (3) the cohesive level, which is more general, and grammatical, which trace the train of thought, the feeling tone (positive or negative) and the various presupposition of the SL text. This level encompasses both comprehension and

reproduction; it is presents an overall picture, to which we may have to adjust the language level; (4) the level of naturalness, of common language appropriate to the writer or to the speaker in a certain situation.

The translation have to get the feel of the text to be translated. Then, analysis stage. Translation have to analysis the content of grammar and meaning from word and combination to get understanding of message what was exted in the text.

## 1.5    Method of Translation

According to Newmark (1988) defines the act of translation as transferring the meaning of a text, from one language to another, taking care mainly of the functional relevant meaning. The selection of method considerate of the following matters like the target reader, the type of text, intended of the author and the purpose of translation.

The translation method by Newmark (1988:45):

- **Word-for-world translation:** is a translation that can be use to translate the text world by world if the structure of the source language (SL) and target language (TL) are same, out of context, or the text only contain single words and does not have the related meaning. (Newmark, 1988:45)

    Example in the translation chapter :
    - ❖ SL : The Mixed – Messages – from – Consumer – India
    - ❖ TL : Berbagai Macam – Pesan – Dari – Konsumen – India

- **Literal Translation :** this methode is still the same as word-for-word translation, out of context. The difference is in the grammatical construction of source language (SL) are trying changed near the grammatical construction of the target language (TL). (Newmark, 1988:46)

    Example in the translated chapter :

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❖ SL : That is understandable give the many mixed message that

Consumer India has been sending out.

❖ TL : Dapat dimengerti terlebih lagi banyaknya konsumen india yang

mengirimkan banyak pesanan.

- **Adaptation Translation :** it is the most free method, cultural elements that

in source language (SL) is replaced in target language (TL), it is mainly used

in translating drama, poetry or novel.(Newmark, 1988:46)
Example in the translated chapter :

❖ SL : As one small-town consumer told us, since a refrigerator in

one's home or a second-hand car for one's family were such visible

signs of status and indulgence, why would on want to use an

expensive brand of sampoo that promised the same?

❖ TL : Sebagai  salah satu kota kecil konsumen kepada kami, ketika

kulkas di rumah seseorang atau mobil bekas untuk keluarga, lalu ia

melihat   dari   status   dan   mengumbar,   mengapa   anda   ingin

menggunakan sampo mahal yang ber merek sedangkan dijanjikan

sama ?

- Free Translation : it prioritizes the content of source language (SL) than the

structure it self and it is free to express the  meaning :
(Newmark 1988:46)
Example in the translated chapter :

❖ SL : In the late 1990s and early 2000s, in the midst of all this churn,

the theory of a huge, homogeneous mass market, made up of the

"great Indian Middle Class," which would be a tireless engine of

growth, was officially buried.

❖ TL : Pada akhir 1990-an dan awal 2000-an, di tengah-tengah semua

pengaduk ini, teori pasar massal besar, homogen yang terdiri dari

"Kelas Tengah India yang Besar," akan menjadi pertumbuhan mesin

yang tak kenal Lelah, secara resmi dikuburkan.

- Communicative Translation : The methode produces the contextual meaning, so that the aspect of language is acceptable and the contents an be immediately understood by the readers. (Newmark 1988:47)

Example in the translated chapter :

❖ SL : The most important thing about dealing with Indian market, therefore, is to figure out how think about it in the context of your business strategy, and develop a mental model of what "my target india" is, and then proceed with the rest of the question.

❖ TL : Yang paling penting tentang berurusan dengan pasar india, oleh karena itu, untuk mencarai tahu bagaimana untuk berpikir tentang hal itu di konteks dari strategi bisnis anda, dan mengembangkan model mental apa " target saya India", dan kemudian dilanjutkan dengan sisanya pertanyaan.