

# CHAPTER I

## INTRODUCTION

This chapter presents a general description of the paper which consists of background of study, statement of problems, research objective, research significance, and definition of key terms.

### 1.1. Background of Study

As the world is getting immensely growing, the use of language is also becoming more and more significant, especially the use of international language. In academic field, for example, the importance of knowing international languages is very urgent as various textbooks are usually written in the language other than our native language which is *Bahasa Indonesia*. In most of the book store today, there are numerous books in various fields that have been translated into *Bahasa Indonesia* because they were originally written in another language. For many Indonesian who do not primarily speak foreign language, this trend has helped things become more convenience to read and gain information they need in the language they were born with. Thanks to the translator who acts out as “a bridge to connect” us with the world.

Umberto Eco (2001) stated that to translate means to change and transfer one passage in language A to a brand new passage in language B. Not only its

significant is to be a sole tool in communication, ut lso in a field such as education, the activity of translation is urgently needed to provide boarderknowledge and information. Because translation plays a very important role, there needs to be some aspects that are expected to be fulfilled by the translator in order to deliver the exact and proper information to the reader who does not understand anything in the source language. As Newmark (1991) claimed that translation is concerned with moral and with factual truth. This truth can be effectively rendered only if it is grasped by the reader, and that is the purpose and the end of translation.

However, translating activity is never as easy as it may sound. As Basnett (2002, p. 22) stated that “No two languages are ever sufficiently similar to be considered as representing the same social reality. The world in which different societies live are distinc worlds, not merely the same world with different labels attached”. Therefore, there can be found numerous techniques of translation that can be put to practice in order to cover up the gap between the two languages to meet the ultimate purpose of translation which is to deliver what is intended by the writer in the SL. According to Newmark (1988), there are 8 methods of translation which have already been known generally and as well as several other methods for the sake of accuracy in transferring information from one source text into another text in a target language.

Eventhough the absolute purpose of translating activity according to Newmark is that the reader in target language will understand what is being informed, there is no guarantee that translators do not make errors. Scovel (1998, p. 125) stated that error is the production of incorrect forms in speech or writing by

a non-native speaker of a second language, the result of incomplete knowledge of the rule of that target language. In this case, the errors will most likely to occur because the translator is in anyway not the native speaker of the language he/she translates, therefore any errors will occur whether consciously or unconsciously. Little or big, an error will still be counted as an error whether it affects the translation significantly or not yet such error that occur in word level may extend to a cohesiveness of a sentence, and such sentence will also extend to an entire text level, therefore it becomes important that the errors are also analyzed.

By keeping all the things mentioned above, the researcher stumbled upon one book, it is titled *Cara Cepat Membaca Bahasa Tubuh 2* translated by Ati Cahayani and the original book is *Louder Than Words* by Joe Navarro. Navarro, the author of the original book, was once an agent for FBI (Federal Bureau of Investigation) in The United States, thus the book is very interesting and contains a very important information for basically everyone to read because he wrote based on his experience working as an FBI agent. Yet it was kind of awkward reading the translated book, therefore, instead of bare-judging, the researcher then feel that it is urgent to analyze the errors in the book that may contribute to the result of awkward text. But, instead of analyzing only the error(s), the researcher is going to analyze the whole translation of noun phrases which include the ones being translated properly as well as those which contains error(s).

This kind of research is categorized as a translation analysis similar to the research conducted by Kurniawati, D. (2015) with the title of “A Translation Analysis of Noun Phrase in *Saman* Novel by Ayu Utami”. The objectives of this

research are (1) to describe the types of translation shift of noun phrase in *Saman* novel by Ayu Utami, (2) to describe the equivalence on the Indonesian translation of noun phrase found in the novel. The finding of this research shows that the translation of *Saman* novel can be categorized as a good translation because 92% of the data being analyzed (translation of noun phrase) belongs to equivalent translation. Another suitable research is error analysis kind of research which has been done by Siahaan, D. (2015) with the title of "Translation of Children Novel from English to *Bahasa Indonesia* (Analysis on Translation Error in *Diary of A Wimpy Kid* Novel Translated by Ferry Halim)". The study analyzed the forms of unequivalence, translation procedure and types of translation error in the novel. The finding shows that deviation is found the most by 64,3%, modification by 12,8%, omission by 12,8%, addition by 5,72% and inversion by 4,3%. By conducting this research, Siahaan stated that her findings lead to the recommendation of understanding things beyond the text while translating in order to create the most accurate translation product.

The research being conducted is a mix of those two researches mentioned above. In a way, this research is a translation analysis yet also trying to show the flaw side which occur as translation error(s) found in the book. Even though the research conducted by Kurniawati, D. (2015) is similar with the recent research which observed the translation of the noun phrases in a book, yet the objectives are very different. Kurniawati's research aims to analyze the translation shifts in the translation of np while this research aims to cover about translation methods, procedures as well as the errors found in the translation of np. However, compare to

the research conducted by Siahaan, D. (2015), the objectives are very similar which cover about the methods and errors in the translation. one thing in different from Siahaan's is the effect of the translation to the translation equivalence of which she didn't study about. This is why the current research attempts to fill in the gap that is not covered by Siahaan's and Kurniawati's researchs. Therefore, this research will provide an analysis of the methods used in translating the noun phrases as well as the error(s) found in the translation of noun phrases. The researcher is trying to find out and analyze how the translator is transferring the information from Navarro's *Louder Than Words* into *Cara Cepat Membaca Bahasa Tubuh 2*.

The limit of this research is that the level of item being analyzed are only Noun Phrases which includes of how the Noun Phrases are being translated and what kind of error(s) found in the translation of Noun Phrases in Joe Navarro's *Louder Than Words*. At the last, the methods and the error(s) found in the translation of Noun Phrases will be analyzed as to how significant do they effect the quality of the translation product as a whole, and in order to do that, the researcher will lay the parameters to the theory of translation equivalence. Thus the title for this research is "Analysis of The Translation of Noun Phrases in Joe Navarro's *Louder Than Words*".

## **1.2. Statement of Problem**

According to the background of problem for this research, known that in translation, there are several aspects which will contribute to the quality of the translation product such as the methods used in translating as well as the error(s).

Therefore, in regard to the research for the methods and the error(s) of the translation of NP in Joe Navarro's *Louder Than Words*, the researcher has set a number of research questions in the following:

- 1.1.1. How are the noun phrases translated into *Bahasa Indonesia* in Joe Navarro's *Louder Than Words*?
- 1.1.2. What kind of error(s) are found in the translation of noun phrases in Joe Navarro's *Louder Than Words*?
- 1.1.3. How do the methods and the errors affect the quality of translation in term of translation equivalence of the translation of Joe Navarro's *Louder Than Words* as a whole?

### **1.3. Research Objective**

The objective of this research are listed as follow:

- 1.3.1. To find out the method used in translating noun phrases in Joe Navarro's *Louder Than Words*.
- 1.3.2. To find out the kind of error(s) found in the translation of noun phrase in Joe Navarro's *Louder Than Words*.
- 1.3.3. To find out whether the methods used and the error(s) found in the translation of Noun Phrase have a significant effect towards the quality in term of translation equivalence of the translation as a whole.

### **1.4. Research Significance**

According to the explanation about this research in background of study, problem statement and research objective, therefore can be assumed that the significance of this study for both theoretical and practical are listed as follow:

#### 1.4.1. Theoretical Significance

The researcher can apply the knowledge of theories regarding translation including how to analyzed what kind of translation methods and procedures is used and how to spot the error as well as how to asses translation quality. In order to do that, the researcher used various theories regarding translation issues, and hoping that this practice is contributing to the use of translation theories and is expected to widened the development range of linguistics' theories especially in the field of translation. This research may also become a reference for further research in the same field.

#### 1.4.2. Practical Benefit

The practical benefit from this research is expected to fulfill the resercher expectation first, which is to find out about what kind of methods are used and error(s) made and how it affect the translation quality as a whole book. This research can be very useful for students in general, and linguistics students in particular, especially for the students of English Department of UIN Bandung who are taking serious interest in the translation field. Also for the faculty of English Literature, in which this research will be stored at, the researcher hope that this research will become a good product regarding translation and is useful as a reference for any further studies. The researcher hope that by conducting this research, it may as well become a little help to other researcher whose research is similar or in the same field which is translation. last but not least is ofcourse for translators' community, hoping that this research will become a new and resourceful source as something to read regarding the topic of translation.

## 1.5. Definition of Key Terms

### 1.5.1. Translation Methods and Procedures

In this research, the term method and procedure used in this research are taken from Newmark (1988). He said that method is a general term of translation process while procedure is a more specific term. The translation of noun phrases is the object while the main goal is to find out which translation methods and procedures used by the translator in translating the text, how they preserve the information in source language to target language as well as how it will affect the reader understanding the text in the target language.

### 1.5.2. Error

The term error in this research refer to translation error that occur in the translation of noun phrases. The kind of error(s) that are being analyzed consists of diction error and surface taxonomy error which highlights the ways surface structures are altered: Learners may omit necessary items or add unnecessary ones; they may misform items or disorder them. Error is basicly something that is not correct. Scovel (1998, p. 125) claimed that error is the production of incorrect forms in speech or writing by a non-native speaker of a second language, the result of incomplete knowledge of the rule of that target language.

### 1.5.3. Equivalence

The term equivalence in this research refers to a translation equivalence where the translation product of a noun phrase preserves the same or at least the closest meaning to the original text in source language. This term is better known in the translation field as the translational connection between either an entire ST



and a TT or between an ST unit and a TT unit in terms of the degree of correspondence between the texts or the text units (Munday, 2009, p. 185).

#### 1.5.4. Noun Phrase

Djuharie (2012, pp.55-57) explain that a noun phrase is a noun which being attached by any associate modifiers; in other word is a series of words with a noun as its head or center. There are 2 kinds of NP: left-handed, where the modifiers of the noun is located in the left side or before the noun itself, and right-handed where the modifiers of the noun is located at the right side or after the noun itself. In this research, the noun phrase being analyzed are the ones that have changed whether the form or the meaning after going through the process of translation and whether it is correct or not quite right which means contains any error(s).





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