

CHAPTER I

INTRODUCTION

This first chapter presents the background of translation as the reason why the translator chooses this title to be translated. It also describes the purpose and the significance of this final report for the readers, as well as the process and methods for translating the text.

1.1 Background of Translation

Language is one of the important things in human life. It is because all human can communication with others by language. We use language to express everything in our mind and to improve our communication skill. Every country has their own language, without exception in Indonesia. Every language in this world has its own characteristics.

Accordingly, when the source language and the target language are widely different in structure and cultural background, there cannot be an exact equivalent transfer of the source language into the target language. English is recognized as an international language. Although English as an international language, sometimes people have many difficulties to understand the meaning of language. One of the ways to understand a foreign language is using translation.

Translation is a mental activity in which a meaning of given linguistic discourse is rendered from one language to another. It is the act of transferring the linguistic entities from one language in to their equivalents in to another language.

Translation is an act through which the content of a text is transferred from the source language into the target language (Foster, 1958). The language to be translated is called the source language (SL), whereas the language to be translated into or arrived at is called the target language (TL). The translator needs to have good knowledge of both the source and the target language, in addition to a high linguistic sensitivity as he should transmit the writer's intention, original thoughts and opinions in the translated version as precisely and faithfully as possible.

According to Cathford (1965:1), *A Linguistic Theory of Translation*, defines that translation is an operation performed on languages: a process of substituting a text in one language for a text another. With translation we can get more information and knowledge especially translation English into Indonesia. As we know that many books written in English have not been translated into Indonesia.

Newmark (1988:94) claims that “the translation itself is not only about finding the equivalent word which is accurate, acceptable and readable but also connecting the word with the culture where the language belongs to”. For that reason, a good translator should be familiar with the culture, customs, and social settings of both in source language and target language, in order to generate a good translation.

In this final report, *Reach* as the material that has been chosen.

The book is the one of books that uses English language and never been translated before. This book was chosen by the author because it has many benefits in it. We can find out how to get out of our comfort zone and be

especially successful in business. Andy Molinsky the author of this book writes ways that can make it easier for us to get out of our comfort zone. This book also discusses the challenges we must face and how we can get out of our comfort zone.

What often sets successful people apart is their willingness to do things most of us fear. What's more, we have the false notion that successful people like to do these things, when the truth is that successful people have simply found their own way to do them.

According to Andy Molinsky, an expert on behaviour in the business world, there are five key challenges underlying our avoidance tendencies: authenticity, competence, resentment, likability, and morality. Does the new behaviour you're attempting feel authentic to you? Is it the right thing to do? Answering these questions will help identify the "gap" in our behavioural style that we can then bridge by using the three C's: Clarity, Conviction, and Customization. Perhaps most interesting, Molinsky has discovered that many people who confront what they were avoiding come to realize that they actually enjoy it, and can even be good at it.

In a short, prescriptively based not only on the author's ground breaking research but also on his own quest to get out of his comfort zone, this book entitled *Reach: A New Strategy to Help You Step Outside Your Comfort Zone, Rise to The Challenge, and Build Confidence*, will help you take the thing you are most afraid of doing and make it a proud part of your personal repertoire.

1.2 Purpose of Translation

The purpose of translating the book are:

1. To improve the translation skill.
2. To find the proper meaning of this book “Reach”
3. To help the readers to understand the content of the book in Indonesia version.
4. To provide information how to reach outside our comfort zones.
5. To be a reference for the next coming translation.

1.3 Significance of Translation

The translator hopes the readers obtain the significances both theoretically and practically, as follows:

1. In theory, the translation project can show the proper method, process, the development of the theories about strategy, and result in translating this book. The theory also used to solve problems to translate the *Reach book* which will increase the translation student’s vocabularies.
2. In practice, the translation project can help other writers and students of translator increase knowledge about the strategy and process of translation, and get information of the book.

1.4 Process of Translation

Some translation process of Reach book are:

1. Reading all the chapters in order to know the content of the book. We can read slowly and read two or three time to know the right content. According

to Newmark (1988:38) we can read the whole text two or three times, and find the intention, register, tone, mark the difficult words and passages and start translating only when you have taken your bearings

2. After knowing the content of the book, re-read chapter by chapter while translated, reading the sentence carefully one by one, step by step, and mark the vocabularies or the terms that we do not know before.
3. Reading the referential book related to the book. It can help the translator to gain similar word in another sentence to catch the meaning.
4. Re-reading the result of translation to make sure the result worded in natural way.

1.5 Methods of Translation in General

The V diagram proposed by Newmark (1998:45):



According to the V diagram, here the meaning/definition of the translation methods by Newmark (1988:45)

1. Word-for-word Translation

This is often demonstrated as interlinear translation, with the TL immediately below the SL words. The SL word-order is preserved and the words translated singly by their most common meanings, out of context. Cultural words are translated literally. The main use of word-for-word translation is either to understand the mechanics of the source language or construe a difficult text as a pre-translation process.

Example:

SL: He is a doctor.

TL: *Dia adalah seorang dokter.*

2. Literal Translation

The SL grammatical constructions are converted to their TL equivalents but the lexical words are again translated singly, out of context. As a pre-translation process, this indicates the problems to be solved.

Example:

SL: We learn European language in every Thursday.

TL: *Kami belajar Bahasa Eropa di setiap hari Kamis.*

3. Faithful Translation

A faithful Translation attempts to reproduce the precise contextual meaning of the original within the constraints of the TL grammatical structures. It 'transfer' cultural words and preserves the degree of grammatical and lexical 'abnormality' (deviation from SL norms) in the translation. It attempts to be completely faithful to the intentions and the text-realisation of the SL writer.

Example:

SL: I have quite a few friends.

TL: *saya mempunyai sedikit teman.*

4. Semantic Translation

Semantic translation differs from 'faithful translation' only in as far as it must take more account of the aesthetic value (that is, the beautiful and natural sounds of the SL text, compromising on 'meaning' where appropriate so that no assonance, word-play or repetition jars in the finished version. Further, it may translate less important cultural words by culturally neutral third of functional terms but not by cultural equivalents – *une nonne repassant un corporal* may become 'a nun ironing a corporal cloth' – and it may make other small concessions to the readership. The distinction between 'faithful' and 'semantic' translation is that the first is uncompromising and dogmatic, while the second is more flexible, admits the creative exception to 100% fidelity and allows for the translator's intuitive empathy with the original.

Example:

SL: She is a book worm.

TL: *Dia adalah seorang perempuan yang suka sekali membaca.*

5. Adaptation Translation

This is the 'freest' form of translation. It is used mainly for plays (comedies and poetry; the themes, characters, plots are usually preserved, the SL culture converted to the TL culture and the text rewritten. The deplorable practice of having a play or poem literally translated and then rewritten by an established dramatist or

poet has produced many poor adaptations, but other adaptations have rescued period plays.

Example:

SL: You are a player.

TL: *Kamu buaya darat.*

6. Free Translation

Free translation reproduces the matter without the manner, or the content without the form of the original. Usually it is a paraphrase much longer than the original, a so-called intralingual translation, often prolix and pretentious, and not translation at all.

Example:

SL: To kick something around.

TL: *Membahas.*

7. Idiomatic Translation

Idiomatic translation reproduces the 'message' of the original but tends to distort nuances of meaning by preferring colloquialisms and idioms where these do not exist in the original (Authorities as diverse as Seteskovitch and Stuart Gilbert tend to this form of lively, 'natural' translation).

Example:

SL: I'll shout you a beer.

TL: *Mari minum bir sama-sama; saya yang bayar.*

8. Communicative Translation

Communicative translation attempts to render the exact contextual meaning of the original in such a way that both content and language are readily acceptable and comprehensible to the readerhip.

Example:

SL: Can you help Me?

TL: *Bisakah Anda membantu saya?*

