

## CHAPTER I

### INTRODUCTION

This chapter presents background of translation, purpose of translation, significances of translation and methods of translation.

#### 1.1 Background of Translating *How to Talk to Anyone, Anytime, Anywhere*

The process of a translation is a process of transferring meaning from the source language (SL) into the target language (TL). In line with Nida and Taber's opinion, (1974:12) "translating consists of reproducing the receptor language to the closest natural equivalent of the source language message, first in the term of meaning and secondly in the term of style". 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. According to Pradopo (1998:93) in Ningsih's paper (2012:2), "Language style creates a certain reaction and mid's responses to the reader." Translating this book is not easy, requires the ability to divert the inner atmosphere so that the message conveyed by the author will reach the readers well.

As a part of the final assignment to complete the study, the requirement to translate a book is a must. The book entitled "How to Talk to Anyone, Anytime, Anywhere: The Secrets of Good Communication" written by Larry King is becoming the object of translation. This book is very important in our life because this book can make the readers more confident in talking, speech

or when meet a lot of people. And this is a wonderful book with very accurate and helpful information. Book "How to Talk to Anyone, Anytime, Anywhere" is full of some of the smartest, most practical advice I have come across. Communication is a necessary skill: Larry King is a master of communication.

## **1.2 Purpose of Translation**

The purposes of translation are conducted as follows:

1. To fulfill the final assignment as an English Vocational Student of UIN Sunan Gunung Djati Bandung.
2. To improve the translation skill and enrich vocabulary.
3. To increase knowledge about method, process and identify the steps of translation.
4. To help the readers understand the theory of the book.
5. To make a new version in Bahasa Indonesia.

## **1.3 Significances of Translation**

The significances of translation are:

1. Theoretically, the final report can show the development of the theories about the strategies of translation, the process of translation and the result of translation.
2. Practically, the final report can help other writers and students of translator to increase knowledge about the strategy of translation and the process of translation.

#### **1.4 Process of Translation**

Process of translation transfers meaning by converting written ideas expressed in one language to another language or from Source language to Target Language.

Nida and Taber explained simply and generally about the process of translation. Nida and Taber (1974:33) introduce three stages in the process of translation. This process begins by analyzing SL into grammatical and semantic structure of the TL. Second is transferring the meaning and the last is reconstructing the grammatical and semantic structure into the appropriate SL forms in order to create an equivalent TL.

Based on some explanations of the process of translation above, we can draw a conclusion that the translators should transfer either messages or forms of the SL being translated into equivalent TL and should be in a natural way. It means that a translated text should not be read as a result of translation. The readers should read the translated text as a text which is written in their own language. In other words, there must be equivalence between the SL and the TL.

#### **1.5 Methods of Translation**

Peter Newmark proposes to look at translation methods as a continuum between the emphasis on Source Language (SL) and the emphasis on Target Language (TL). Newmark then considers a scale of eight levels:

### 1. Word – for – word

The source language is translated word by word.

For example:

SL : I am a smart student.

TL : Saya adalah seorang pintar murid.

### 2. Literal Translation

The SL grammatical forms are converted to their nearest target language equivalent. However, the lexical word are translated out of context.

For example:

SL : Large drops of rain were beginning to fall.

TL : Tetesan hujan yang luas sedang mulai jatuh.

### 3. Faithful Translation

This method tries to reproduce the precise contextual meaning of the original within the constraint of the TL grammatical structures. It transfers cultural words and faithfully follows the SL grammatical forms.

For example:

SL : Large drops of rain were beginning to fall.

TL : Tetesan air hujan yang lebat mulai jatuh.

### 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 sound) of the SL text, compromising on ‘meaning’ where appropriate so that no assonance, word-play or repetition jars in the finished version.

For example:

SL : He is a book-worm

TL :Dia (laki-laki) adalah orang yang suka sekali membaca.

The methods closest to the target language

#### 5. Free Translation

Free translation is the translation which is not bonded structure and manner.

For example:

SL : Hollywood rage for remakes.

TL : Hollywood kekurangan cerita lantas rame-rame bikin film uang.

#### 6. Adaptation

This method is the freest form of translation. It is frequently used for plays (comedies) and poetry.

For example:

SL : As white as snow.

TL : Seputih kapas.

## 7. Idiomatic Translation

Idiomatic translation reproduces the message of the source text but tend to distort nuances of meaning by preferring colloquialisms and idioms.

For example:

SL : He is a thief.

TL : Dia panjang tangan.

## 8. Communicative Translation

This method attempts to render the exact contextual meaning of the original in such way that both content and language are readily acceptable and comprehensible to the readership.

For example:

SL : Beware of the dog!

TL : Awas anjing galak!