

CHAPTER I

INTRODUCTION

This chapter provides Background of translation, objective of translation, significance of translation and theory of translation.

A. Background of Translating *How Successful People Think*

Translation is the process of translating language without reducing the meaning contained in the source language (SL) into the target language (TL), and this part makes the reader understand the text. It means, translation is a process to convert the word or sentence from source language into target language without change the meaning. 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 translator.

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. As a part of the final assignment to complete the study, the requirement to translate books is a must. The book titled “How Successful People Think” written by John Calvin Maxwell becomes the object of translation. It was chosen on the grounds that the content of the book in English were considered as meaningful for Indonesian people who knew Indonesian as the target language. While for me as a translator, this book became the practice of translating book related to how successful people think and increasing my new knowledge about it.

This book shows about changing thinking to become a good thinker. A good thinker never stops to learn continuously. We always focus on developing dreams, eliminating all distractions, so we can take the time to stay focused. By focusing on thinking, we can develop ways of thinking with creative thinking and attract people to know your ideas.

The benefits for the author and the readers, we can know changing thinking will change our lives. We can also become better thinkers by doing each process. It doesn't matter

what you are, the most important thing is that you can be a good thinker and willing to be involved in the process every day.

B. Purpose of Translation

The purpose of project are:

1. To fulfill the final report of Diploma III in English Vocational Program.
2. To improve the translation skill and enrich vocabulary.
3. To know the difficulty and the easiness of translating the book.
4. To give information about successful of thinking.
5. To help the Indonesian people readers understand the content of this book in Indonesian Language version.

C. Significance of Translation

This translation project is expected to useful and helpful for the readers, and significance are:

1. Theoretically, this final report can show the development of translation theories, such as the method, the process and the result.
2. Practically, the final report is significance for:
 - a. Student of English Vocational Program. This final report is hoped can be a reference for them to make their process of writing final report easy to finish, because this also can add their knowledge about the theory of translation.
 - b. English Vocational Program. This can be useful data-based information, because it can be a reference for everyone and add the collection of the final report.
 - c. Readers. This final report can be a reference for the readers who are writing a concerned final report.
 - d. Other writers. This can be a reference for other writers, and also can be a new knowledge and information.

D. Process of Translation

Translation is a process to convert a word or sentences from source language into target language. According to Nida and Taber:1969 translation is a process of returning the implicit and explicit meaning of the source language into the most acceptable target language. Translation is needed to people who didn't understand the text using foreign language.

E. Method of Translation

- *Word-for-word translation :*

Based on Newmark (1988:45) In the word-for-word translation method, target language words are usually placed directly under the source language version or called interlinear translation. This method of translation is very tied to the level of the word, so the wording is very maintained. In doing its job, the translator only looks for the equivalent of source language in target language . The wording in the translation sentence exactly matches the wording in source language sentence. Each word is translated one by one based on general meaning or out of context, while words related to culture are literally translated.

Example :

SL : Why you should change your thinking. (How Successful People Think, 2009)
TL : Kenapa kamu harus mengubah kamu pemikiran.

- *Literal translation :*

Based on Newmark (1988:46) Literal translation or also called straight translation (linear translation) is between word-by-word translation and free translation (free translation). In the process of translating, the translator looks for the grammatical construction of source language that is commensurate or close to target language. Literal translation is detached from the context.

Example :

SL : My house is in the right side.

TL : Rumahku berada di sisi kanan.

- *Faithful translation :*

Based on Newmark (1988:46) In translating Faithful translation the translator attempts to reproduce the contextual meaning of the original text within the boundaries of the grammatical structure of the target text. Here words with cultural contents are translated, but grammatical aberrations and choice of words still exist or are left unchecked. This translation adheres to the purpose and purpose of source language, so the results of the translation sometimes still feel stiff and often foreign.

Example :

SL : Ben is too well aware that he is naughty.

TL : Ben menyadari terlalu baik bahwa ia nakal.

- *Semantic translation :*

Based on Newmark (1988:46) Semantic translation is more flexible than faithful translation. Faithful translation is more rigid and uncompromising with Bsa rules or more tied to source language, while semantic translation is more flexible with target language. Unlike faithful translation, semantic translation must consider source language aesthetic elements of text by compromising meaning as long as it is within reasonableness.

Example :

SL : Take off your shoes.

TL : Buka sepatumu.

- *Adaptation translation :*

Based on Newmark (1988:46) Adaptation translation is called the freest form of translation and is closest to target language. The term "adaptation" can be accepted here, provided that the adaptation does not sacrifice the theme, character or plot in target language. Indeed the translation of this adaptation is widely used to translate poetry and drama. Here there is a cultural transition from target language to source language and the original text is rewritten and adapted into source language. If a poet adapts or adapts a play to be played, then he must keep all the characters in the original manuscript and the storyline also maintained, but source language dialogue has been adapted and adapted to target language culture.

Example :

SL : Leaves don't wave if there is no wind.

TL : Tidak ada asap jika tidak ada api.

- *Free Translation :*

Based on Newmark (1988:46) Free translation is translation that prioritizes the contents of the source language text form. Usually this method takes the form of paraphrases that are longer than the original form, so that the contents or messages are more clearly accepted by target language users. The translation is long-winded and at length, even the results of the translation look like not translations.

Example :

SL : Spend time with other creative people. (How Successful People Think, 2009)

TL : Habiskan waktu dengan orang kreatif lainnya .

- *Idiomatic Translation :*

Based on Larson in Choliludin (2006: 23) says that idiomatic translation uses the natural form in the Bsa text, in accordance with its grammatical construction and

lexical choices. A truly idiomatic translation does not look like the translation. The translation results as if it were written directly from a native speaker. Then a good translator will try to translate the text idiomatically. Newmark (1988: 47) adds that idiomatic translation reproduces messages in source language text with expressions that are more natural and familiar than target language text.

Example :

SL : I'm sorry to heart that.

TL : Saya turut berduka cita.

- *Communicative Translation :*

Based on Newmark (1988: 47), communicative translation seeks to translate contextual meanings in source language text, both aspects of language and aspects of its contents, so that readers can accept and understand them. In addition, Nababan (2003: 41) explains that communicative translation basically emphasizes the transfer of messages. This method is very concerned with Bible readers or listeners who do not expect difficulties and obscurity in the translation text. This method also pays attention to the effectiveness of the translation language.

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SL : I would admit that I am wrong.

TL : Saya mau mengakui bahwa saya salah.



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