

CHAPTER I

INTRODUCTION

This chapter provides background of translation, purpose of translation, significances of translation and method on translation.

1.1. Background of Translation

Translation is an activity that aims at conveying meaning or meanings of a given linguistic discourse from one language to another. Translation can be defined in terms of sameness of meaning across languages. The definitions of translation are many and varied for examples: According to Catford (1978: 20) says that “translation is the replacement of textual material in one language (SL) by equivalent textual material in another language (TL)”. Newmark (1988:5) gives a definition of translation, “Translation is rendering the meaning of a text into another language in the way that the author intended the text”.

Based on the definitions above, the writer assumes that the translation is a process of transferring thoughts and message from the source language to the target language, in the form of written or spoken.

Meanwhile the result of translation must be transferring the meaning of the source language clearly. In order to make the clear meaning of source language, it is expected that the meaning of target language can be understood by the readers. So, the result of translation must be readable. In target language, readability is needed, because it makes the readers easier to catch the content

of the translation text, conversely when the translation text is not readable. It will make the readers difficult to understand the content of the text well.

Therefore, the writer tries to translate a quite important and interesting book entitled “Are You Smart Enough to Work at Google?”. This book is about job interview experiences of various companies that can help job applicants.

Because at this time, the technology industry is advancing so rapidly, moreover all the media we use are technology based. many job seekers who apply to various IT companies. one of the biggest companies in the field is Google.

The book guides readers through the surprising solutions to dozens of the most challenging interview questions. Not only for Google’s applicants but also for anyone who wants to succeed in today's job market. In this book, it explains how the technique used by Google Human Resource in selecting prospective workers suitable for Google. Besides writing the interview questions, at the end of this book, William Poundstone also presents answers that can help readers.

The writer is interested in translating this book because, this book helps readers who want to apply at Google or other similar companies in the face of difficult job interviews with the curious questions.

1.2. Purpose of Translation

The purpose of translation are:

1. To fulfill the final report of Diploma III English Vocational Program.

2. To develop and improve the knowledge about method, process and identify to steps of translation
3. To help Indonesian readers be able to read chapter in Indonesian version

1.3. Significance of translation

The significance of translation in our daily life is extensively multidimensional. Not only does translation have the way forward for global interaction, but allows nations to forge interactive relationships when it comes to making advancements in technology, politics, etc.

Despite the fact that English has a far and wide reach today, the impact of local culture and language remains as strong as ever. With the growth of Internet and communications technology, it is relatively easier to reach audiences that are thousands of miles away purely on the back of effective translation. This in turn has resulted in a need for translation in diverse fields such as education, mass communication, science and technology, literature, tourism, religion, trade and business, etc.

1.4. Process of Translation

The process of translation can be defined as the activity of translation. The translation process usually is used by a translator as a guide in translating text from the source language into the target language.

The following statement from Nida and Taber (1982:12), translating as a process of reproducing in the receptor language, the closest natural equivalent of the source language message, first in term of meaning and secondly in term

of style. In the other word, translation is a transfer of meaning, message, and style from one source language to target language. Brislin (1976:1) says that translation is a general term referring to the transfer of thoughts and ideas from one language to another, whether the language is in written or oral form, whether languages have established orthographies or not; or whether one or both languages is based on signs, as with signs of the deaf.

According to Catford (1965), meaning is the property of language. A source language text has a source language meaning and the target language text has a target language meaning.

1.5. Method of translation

Newmark (1988b) mentions the difference between translation methods and translation procedure. He writes that, “while translation methods relate to whole texts, translation procedures are used for sentences and the smaller units of 3 language” (p.81). translation method is used as general approach or main principle in translating a text. According to Newmark (1988:45-47), that the translation method is divided into eight types, as follows:

- *Word-for-word translation*: in which the SL word order is preserved and the words translated singly by their most common meanings, out of context.

Example:

SL: I go to school.

TL: *Saya pergi ke sekolah.*

SL: He gave me an apple yesterday.

TL: *Dia memberi saya sebuah apel kemarin.*

- *Literal translation*: The SL grammatical constructions are converted to their nearest 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: My house is in the right side.

TL: *Rumahku berada di sisi kanan*

SL: I can't do it in this hand.

TL: *aku tidak bisa melakukannya di tangan ini.*

- *Faithful translation*: it attempts to produce the precise contextual meaning of the original within the constraints of the TL grammatical structures. It 'transfers' cultural words and preserves the degree of grammatical and lexical 'abnormality' (deviation from SL norms) in the 4 translation. It attempts to be completely faithful to the intentions and the text-realization of the SL writer.

Example:

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

TL: *Arif menyadari terlalu baik bahwa ia nakal.*

SL: It's raining cats and dogs.

TL: *Hujan kucing dan anjing.*

- *Semantic translation*: which differs from 'faithful translation' only in as far as it must take more account of the aesthetic value of the SL text. compromising on 'meaning' where appropriate so that no assonance, word-play or repetition jars in the finished version. 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: He is a book-worm.

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

SL: The last week's exam is a piece of cake.

TL: *Ujian minggu lalu begitu mudah.*

- *Adaptation*: which is the freest form of translation, and is used mainly for plays (comedies) and poetry; the themes, characters, plots are usually preserved, the SL culture is converted to the TL culture and the text is rewritten.

Example:

SL: Like killing two birds with one stone.

TL: *seperti sambil menyelam minum air.*

SL: As white as snow.

TL: *Seputih kapas.*

- *Free translation*: it produces the TL text without the style, form, or content 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: Bella is growing with happiness

TL: *Bella hatinya berbunga-bunga*

SL: How they live on what he makes?

TL: *Bagaimana mereka dapat hidup dengan penghasilannya?*

- *Idiomatic translation*: it 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.

Example:

SL: Excuse me?

TL: *Maaf, apa maksud anda?*

SL: I can relate to that.

TL: *Aku mengerti apa maksudnya.*

- *Communicative translation*: it 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 readership

Example:

SL: Beware of the dog!

TL: *Awas anjing galak!*

SL: Keep off the grass.

TL: *Jauhi rumput ini.*

1.6. Strategy of translation

The following are the strategies mentions Newmark (1988b):

- *Transference*: it is the process of transferring an SL word to a TL text. It includes transliteration and is the same as what Harvey (2000:5) named "transcription."

Example:

SL: Process

TL: *proses*

SL: Computer

TL: *Komputer*

- *Naturalization*: it adapts the SL word first to the normal pronunciation, then to the normal morphology of the TL. (Newmark, 1988b:82)

Example:

SL: Data

TL: *Data*

SL: Total

TL: *Total*

- *Cultural equivalent*: it means replacing a cultural word in the SL with a TL one. however, "they are not accurate" (Newmark, 1988b:83)

Example:

SL: Next week, the Attorney General, Andi Ghalib will visit Switzerland

TL: *Minggu depan, Jaksa Agung, Andi Ghalib akan mengunjungi Swiss*

SL: We will celebrate graduation with a pajamas party at Sandy's house.

TL: *Kami akan merayakan kelulusan dengan pesta piyama di rumah Sandy.*

- *Functional equivalent*: it requires the use of a culture-neutral word (Newmark, 1988b:83)

Example:

SL: Cutter

TL: *Pisau*

SL: Salted fish

TL: *Ikan Asin*

- *Descriptive equivalent*: in this procedure the meaning of the CBT is explained in several words. (Newmark, 1988b:83)

Example:

SL: Samurai

TL: *Aristokrasi Jepang dari abad kesebelas hingga abad kesembilan belas.*

SL: Reog

TL: *A traditional art originally from Jawa Timur.*

- *Componential analysis*: it means "comparing an SL word with a TL word which has a similar meaning but is not an obvious one-to-one equivalent, by demonstrating first their common and then their differing sense components." (Newmark, 1988b:114)

Example:

SL: Clean air

TL: *Udara bersih*

SL: Sweet talk

TL: *kata-kata Manis*

- *Synonymy*: it is a "near TL equivalent." Here economy trumps accuracy (Newmark, 1988b:84)

Example:

SL: Kind person

TL: *Orang baik*

SL: racy story

TL: *Cerita cabul*

- *Through-translation*: it is the literal translation of common collocations names of organizations and components of compounds. It can also be called: calque or loan translation. (Newmark, 1988b:84)

Example:

SL: Status quo

TL: *Keadaan yang sekarang*

SL: Balanced budget
TL: *Anggaran berimbang*

- *Shifts or transpositions*: it involves a change in the grammar from SL to TL for instance, (i) change from singular to plural, (ii) the change required when a specific SL structure does not exist in the TL, (iii) change of an SL verb to a TL word, change of an SL noun group to a TL noun and so forth. (Newmark, 1988b:86)

Example:
SL: There is a reason for life
TL: *Ada alasan untuk menjalani hidup*

SL: It is getting dark
TL: *Sudah menjelang malam*

- *Modulation*: it occurs when the translator reproduces the message of the original text in the TL text in conformity with the current norms of the TL since the SL and the TL may appear dissimilar in terms of perspective. (Newmark, 1988b:88)

Example:
SL: He acted at once
TL: *Dia bertindak sekaligus*

SL: Shallow
TL: *Kedangkalan*

- *Recognized translation*: occurs when the translator "normally uses the official or the generally accepted translation of any institutional term." (Newmark, 1988b:89)

Example:

SL: Farley acts as knight.
TL: *Ksatria*

SL: constitutional state
TL: *Konstitusi negara*

- *Compensation*: it occurs when loss of meaning in one part of a sentence is compensated in another part. (Newmark, 1988b:90)

Example:

SL: A piece of ...
TL: *Sedikit ...*

SL: The cow are grazing ...
TL: *Sapi itu merumput ...*

- *Paraphrase*: in this procedure the meaning of the CBT is explained. Here the explanation is much more detailed than that of descriptive equivalent. (Newmark, 1988b:91)

Example:

SL: **Numerophobia**, fear of numbers is an irrational fear because we deal with numbers every day of our lives, from telling the time, measuring stuff, credit cards, money among other things.

TL: *Ketakutan terhadap angka merupakan hal yang irasional karena setiap hari kita harus berurusan dengan angka dalam kehidupan sehari-hari, dari memberitahukan waktu, menghitung barang-barang, kartu kredit, uang diantara hal-hal lainnya.*

SL: **Ablutophobia**, or fear of bathing, is a relative uncommon but serious phobia. It appears to be more prevalent in women and children.

TL: *Takut untuk mandi adalah hal yang relatif tidak biasa namun merupakan phobia yang serius. Hal ini muncul secara lebih lazim pada wanita dan anak-anak.*

- *Couplets*: it occurs when the translator combines two different procedures (Newmark, 1988b:91)

Example:

SL: Hookah (Borrowing + Transcription) India' smoke Hookah
TL: *Rokok hisap khas India*

SL: Carburator (Borrowing + Calque) Karburator
TL: *Komponen mesin*

- *Notes*: notes are additional information in a translation. (Newmark 1988b:91)

Example:

SL: Debrecen

TL: *Kota Debrecen, di Hongaria Barat*

SL: Crumphet

TL: *kue tradisional Inggris*

According to Molina and Albir (2002: 510-511), there are 18 kinds of translation techniques, namely: Adaptation, Amplification, Borrowing, Calque, Compensation, Description, Discursive Creation, Established Equivalence, Generalization, Linguistic Amplification, Linguistic Compression, Literal Translation, Modulation, Particularization, Reduction, Substitution, Transposition, and Variation.

