

CHAPTER 1 INTRODUCTION

This chapter provides information regarding the motivation lies in the research, the research questions, the research objectives, the research significances, and the definition of key terms.

1.1 Background of Problem

English is international language. In other words, it is considered as *lingua franca* (Sharifian, 2009, p. 1). It is widely used in many countries in the world. It subsequently affects many aspects in people's life, including the education aspect. It entails the domination of English book as one of education resources. Thus, learning English becomes a must for everyone who need to access more English education resource in order to obtain more knowledge. However, there is problem in the regions where English is not its native language or mother tongue. People of the region can encounter difficulties in learning English and comprehend English material. They eventually rely on sources in their native language or mother tongue.

Translation can be opted in order to make it possible for those people to access English information sources without any difficulties of language barrier. Shortly, translation is a process of diverting messages from a source language into a target language. According to *Oxford Advanced Learner's Dictionary*, translation is the process of changing writing or speech into another language (Hornby, 2010, p. 1588). In addition to that, Nida and Taber stated that translation is the process of producing the closest equivalent of the recipient's language to the source language, both from its meaning and language style (Nida & Taber, 1982, p. 12). The function of the translation itself is as a medium or bridge for communication. There are two types of translation, they are written translation and oral translation.

Written translation has many procedures. Newmark argued the procedures of translation that can be applied to sentences or smaller units of language are transference, naturalisation, cultural equivalent, functional equivalent, descriptive equivalent, synonymy, through-translation, shifts or transpositions, modulation,

recognised translation, compensation, componential analysis, reduction and expansion, paraphrase, couplets, notes, additions, and glosses (Newmark, 1988, p. 103). The choice of translator procedure can imply the translation ideology used by a translator.

Indonesia is one of countries that its native language or mother tongue is not English. The native language of Indonesia is Indonesian. Most of Indonesian are lacking in acquiring English as their second language. Based on the data from 'EF EPI' (English First English Proficiency Index) displayed on ef.com, Indonesia is categorized in low proficiency level in English acquiring. Indonesia is ranked 61 out of 100 countries (*EF English Proficiency Index*, 2019). Among Asian countries, Indonesia's position is in 13 out of 25. Generally, it can be concluded that Indonesian's English skill acquisition level is still quite low compared to other countries which its native language is not English.

Due to the low level of English skill acquisition in Indonesia, there are a lot of formal and non-formal education written sources translated from English to Indonesian. The most widespread one is book. English translated book such as encyclopedia, novel, textbook, etc. can be easily accessed in a book store and library. Those books have various topics depending on their targeted reader. It can be purposed for people in general or in specific field. Astronomy is one of book topics. The most well-known translated Astronomy books in Indonesia are *Sejarah Singkat Waktu* by Stephen Hawking, *Astrofisika Untuk Orang Sibuk* by Neil DeGrasse Tyson, and *Kosmos* by Carl Sagan.

Kosmos is originally written in English by Carl Sagan, an astronomer from United States of America. It was published in 1980 in America. Its English title is *Cosmos*. The book accompanied a television series titled *Cosmos* that was priorly written by Carl Sagan. According to an article in Cornell University website, the series was approximately watched by 500 million people (Brand, 1996). The book received amazing feedback from public as well. It gained much popularity as it became a best-selling science book written in English. *Cosmos* book was in New York Times best-seller list for more than a year or 70 weeks to be exact. The reason

is because the book successfully delivered complex explanation about astronomy in simple way that people in general can comprehend the content in easier way. *Cosmos* book is translated into various language, namely, Korean, Japanese, Indonesian, etc. Kepustakaan Populer Gramedia is the publisher that gets the right to translate the original version of *Cosmos* into Indonesian. The title is rendered into *Kosmos*. The book was translated by Ratna Satyaningsih and published in 2016.

As it is stated previously, Carl Sagan's *Cosmos* was able to attract a lot of people attention because of its simplicity in explaining complicated things about astronomy. Due to that reason, the researcher is interested in analyzing procedure ideology of translation applied to produce the translation of English astronomical terms in Indonesian. Even though the translation procedure and ideology research can be found easily due to its large numbers, most of them are focused on the analysis of cultural terms. The translation procedure and ideology analysis toward science terms appear in less frequency, especially astronomical terms. It is still difficult to find the kind of research with astronomical terms as its object.

The reference to translate English astronomical terms into Indonesian is difficult to be found as well. Then, it becomes challenge for a translator, especially the novice one, who focuses in translating astronomical text. Given to the reason, this research is needed to be conducted in order to add the variation of translation procedure and ideology research. Also, this research will compile how English astronomical terms are translated into Indonesia that it can be reference for translator to translate astronomical terms. Hence, this research is entitled *The Translation Ideology of the Indonesian Translation of Astronomical Terms in Carl Sagan's Cosmos*.

Many researches on translation procedure and ideology have been conducted in advance, for instance, the one composed in undergraduate thesis by Pradana (2014). The thesis was titled *Domestication and Foreignization Ideologies in the Translations of the Culture-Specific Collocation of Fuadi's Negeri 5 Menara into Kilbane's the Land of Five Towers* and published in 2014. The research resulted in the findings that literal translation was performed 22 times, paraphrase was

performed 19 times, neutralization was performed seven times, omission performed four times, loan collocation was performed three times, cultural substitution was performed two times, and the least translation technique performed was similar meaning since it only appeared once (Pradana, 2014, pp. 102–103).

The researcher arrived at the conclusion that the translator tended to adhere to foreignization ideology (Pradana, 2014, p. 104). It is indicated through the use of literal translation, loan collocation, and paraphrase. The 39 data were considered having naturalness and accuracy. There were also three data that were considered natural, but it was less accurate. Another three data were not translated and considered natural. The unnatural and accurate criteria were detected in eight data. The unnatural and less accurate was found in one data. The four data were found unnatural and inaccurate.

The distinctions between this research and that research lie in the research objects, the research objectives, and the theories employed. That research objects are culture-specific collocations. Meanwhile, this research objects are astronomical terms. Unlike this research, that research also aims to identify the naturalness and accuracy of the translation. The theory used to analyze the translation technique in that research is different from the ones used in this research as well. He applies theories proposed by Dinçkan, meanwhile this research will use Newmark's theories.

The similar research was undertaken by Sujarwanto (2014). Her research was assembled in her undergraduate thesis titled *Foreignization & Domestication Ideologies in the Translation of Indonesian Culture Specific Items of Rambe's Mirah dari Banda into Polland's Mirah of Banda*. It was published in the same year as Pradana's. The cultural specific items identified in the book were source culture and organization, ecology, concept, material culture, and concepts. Other founding of this research: retention was performed 21 times, omission was performed 31 times, generalization was performed 20 times, substitution was performed 18 times, mixed strategy was performed nine times, specification was performed seven times, and direct translation was performed two times (Sujarwanto, 2014, p. 127).

Given to the result that generalization, substitution, and omission were the most used ones, the translation appeared to have tendency in domestication (Sujarwanto, 2014, p. 128). Furthermore, this research showed that only 69.44% of cultural specific forms were equivalent. that research differs from this research in several aspects. Unlike her research, this research objects are not cultural specific items. This research is only purposed to find out the translation procedure and ideology. Meanwhile, her research is purposed to also find the type of cultural specific items and the translation equivalence.

Kuncoro & Sutopo (2015) did their research that was titled *The Ideology in the Indonesian-English Translation of Cultural Terms*. Their research was published in English Education Journal UNNES. The research showed that the most frequent technique emerged was compensation. Other techniques applied were adaptation, borrowing, generalization, amplification, description, reduction, transposition, discursive creation, literal, variation, calque, reduction, particularization, and established equivalent (Kuncoro & Sutopo, 2015, pp. 12–13). The ideology of translation established was domestication since 132 of 182 data were under domestication category. The distinctions between their research and this research lie in the object of research and translation technique theory.

Harared (2018) also conducted the similar research. That research was published in *Jurnal Arbitrer* and titled *Foreignization and Domestication Ideology in Cultural Term Translation of Novel Tuesday with Morrie: Category Household Goods and House Surroundings*. The researcher found that the cultural terms related to household goods and house surroundings in the book were translated by employing adaptation, amplification, equivalent-amplification-adaptation, borrowing, and equivalent techniques (Harared, 2018, p. 58). The ideologies of translation established to translate the terms were domestication and foreignization. The differences of that research and this research can be noticed in the research object and the applied theories of translation technique.

1.2 Research Question

Based on the background of problem, the research question can be formulated into two points. The points are as follows:

1. What procedures of translation are used to translate astronomical terms in Carl Sagan's *Cosmos*?
2. How ideologies of translation are realized through the translation procedures to translate astronomical terms in Carl Sagan's *Cosmos*?

1.3 Research Objective

1. To find out the procedures of translation used to translate astronomical terms in Carl Sagan's *Cosmos*.
2. To find out how the ideologies of translation are realized through the translation procedure to translate astronomical terms in Carl Sagan's *Cosmos*.

1.4 Research Significance

The significances of this research are twofold. There are theoretical significance and practical significance. The research of translation ideology with terms as its object has a large number out there, especially for the cultural terms one. However, the ideology analysis of astronomy terms translation (English to Indonesian) research is still quite rare. Therefore, theoretically, this research can be a reference for everyone who have interest in doing the similar research. Also, this research can also practically help professional or volunteer translators as their reference in translating astronomy book or article from English to Indonesian.

1.5 Definition of Key Terms

1. Translation: A process of rendering message in a source language (SL) to a target language (TL) in order to bridge the language gap.
2. Translation procedure: A way that is employed by a translator in translating smaller language parts such as sentence or word. As stated by Newmark, there are many translation procedures that can be opted by a translator, namely transference, naturalisation, cultural equivalent, functional equivalent, descriptive equivalent, synonymy, through-translation, shifts or transpositions, modulation, recognised translation, compensation, componential analysis, reduction and expansion, paraphrase, couplets, notes, additions, and glosses.
3. Translation ideology: A tendency of either being source language or target language oriented. Translation ideology can be inferred from the choice of translation procedure. Referring to Venuti, translation ideology is divided into two types. They are domestication and foreignization ideology.
4. Term: An expression that is specifically used in certain field. It can take form as word.
5. Astronomy: A study dealing with celestial phenomenon occurring in the universe and the universe itself.