

CHAPTER 1 INTRODUCTION

The research paper is a report of a translation study regarding the translation of cultural words on the novel *Negeri 5 Menara* (Fuadi, 2012). The study concerns about the type of cultural words, techniques and strategies of translation used by the translator, and the factors influence the translator apply the most frequently-applied strategy. The first chapter of research paper presents background of the study, specifies the problem of the study, reveals the aim of the study, explains the scope of the study, describes an overview of the method used and lastly clarifies the term used in the study.

1.1 Background of The Study

After the Culture Turn era in translation study, translation is no longer merely about the action of the replacement material in one source language to textual material in another target language which only concerns on the grammatical syntactical equivalence just like Catford (1965, p. 20) said. Translation has become much more complicated process since culture aspect of the source language should be considered in translation. Vermeer (1986) cited in Wu (2006, p. 1) proposed his understanding of translation from a cultural perspective as “information offered in a language z of culture Z which imitates information offered in language a of culture A so as to fulfill the desired function.” That means that in translation, we do not only render the words or sentences from one language into another, we also provide information about a text with new function, culture and linguistic conditions.

In providing cultural condition in the target language, the translator might encounter cultural problem within languages such as cultural words. Cultural words are words that are associated with a particular language, which exist only in a culture (Newmark, 1988). Dealing with cultural words the translator may feel

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confused. It is because not all cultural words from one language have its own equivalent cultural words in another language. However Nida and Taber (1982) once said that anything that can be said in one language can be said in another. Some techniques of translation also has been made by the researchers to help the translator deals with this kind of problem. The translator is free to choose which technique to be used.

To choose certain technique means also to choose which culture of one language can be and should be transmitted into that of another. Basically, the translation techniques are oriented into two translation's strategies, domestication and foreignization. Domestication and foreignization are translation strategies proposed by Venuti (2004). Both of them are two basic strategies that can be used in translating cultural words. In domestication strategy the translator leaves the author in peace and moves the reader towards him. It is source language-oriented strategy. On the contrary when the translator using foreignization strategy the translator leaves the reader in peace and moves the author towards him. It is target-language oriented. In addition, in the selection process of translation technique and strategy, there might be some factors influencing the translator. The factors are varied; it can be objective factors such as type of text, target language reader, etc. or subjective factors such as purpose of translator and translator's attitude towards source text.

There have been a number of studies dealing with the translation of Indonesian cultural words into English. One of them is the study by Putrawan (2011). He analyzed the ideology of translation cultural Terms in Pramoedyana Ananta Toer's Novel *Gadis Pantai* into *the Girl from the Coast* (Putrawan considered domestication and foreignization strategy as ideology). In his study he found that the translator mostly applied domestication strategy in translating cultural words with the percentage of 82.20% and factors led the applications of those strategies were cultural differences, linguistic differences, and translator's preference. He recommended this study to be further studied. Thus with the

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respect to the same issue the writer decided to do the same study but with different object.

This study focuses on seeing what kind of cultural words found in the novel *Negeri 5 Menara*, how cultural words were translated into English, what translation techniques were used by the translator. The analysis of translation techniques applied in the translation of cultural words was done to see the most frequently-applied strategy by the translator. The writer also tries to find the reasons influence the translator prefers one strategy over the other.

This study is expected to give contribution to the development of cultural and linguistic studies particularly on the translation Indonesian cultural words into English.

1.2 Research Questions

In order to shape this study, the writer seeks the answer of these following questions:

1. What are categories of cultural words found in the novel *Negeri 5 Menara* and their translations in *The Land of Five Towers*?
2. What are the techniques of translation used by the translator in the translation Indonesian cultural words in the novel *Negeri 5 Menara* and its translation *The Land of Five Towers*?
3. What is translation strategy mostly applied by the translator? What are factors influences the translator apply that strategy?

1.3 Aims of Study

Considering the background and the research questions above, the aims of this study are as follows:

1. To investigate categories of cultural words in the novel *Negeri 5 Menara* and their translations in *The Land of Five Towers*.

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2. To explain the techniques of translation used to translate cultural words in the novel *Negeri 5 Menara* and its translation *The Land of Five Towers*.
3. To analyze the most frequently-applied strategy by the translator and to see factors influence the translator apply that strategy.

1.4 Scope of the Study

This study focuses on translation as a product, more specifically on Indonesian cultural words found in the novel *Negeri 5 Menara* which has been translated into the novel *The Land of Five Towers*. The writer analyzes categories of cultural words, techniques of translation, the most frequently-applied strategy of translation and factors influence the translator to apply the most frequently-applied strategy.

1.5 Research Method

1.5.1 Type of study

From the viewpoint of objectives, the study is included into a descriptive and an explanatory study. It is descriptive since it is aimed at describing what type of cultural words found in the novel *Negeri 5 Menara* and its translation novel *The Land of Five Towers* and describing how those cultural words were translated. The study is also classified into an explanatory study because this study attempts to explain why the translator prefers to use one translation strategy over the other.

From the viewpoint of mode enquiry (the aim of the study and the use of the findings) the study is included into a qualitative and quantitative study. It is qualitative because this study is done to identify the variation of cultural words found in the novel *Negeri 5 Menara* and to investigate various translation techniques used by the translator in translating those cultural words then this study can be classified into qualitative study. This study is quantitative because in this

study, the qualitative data in the form of various technique of translation applied by the translator were quantified to see the most frequently-applied strategy.

1.5.2 Data source

This study uses two kinds of data, objective and genetic data. The objective data source to be analyzed was the Indonesian cultural words found in the novel *Negeri 5 Menara* and its English translation *The Land of Five Towers*. Secondly is genetic data. The genetic data source was information about the translator of the novel, Angie Kilbane, and interview result with her. The information was all about the background of her and information related to the reason behind the decision made by her in translating cultural words.

1.5.3 Data analysis

The cultural words noted down from the novel *Negeri 5 Menara* and its translation were analyzed as follow:

1. Categorize the cultural words found
2. Identify the techniques of translation the translator used in translating cultural words;
3. Decide dominant techniques of translation used by the translator;
4. Analyze the most frequently-applied strategy of translation;

1.6 Clarification of the Words

To avoid misconception and misunderstanding, there are some significant words that have to be clarified:

1. Translating is reproducing the message of the receptor language to the closest natural equivalent of the source language message, first in terms of meaning and secondly in terms of style (Nida & Taber, 1969, p. 12)
2. Domestication and foreignization are basic translation strategies chosen by the translator within a social and cultural context choice (Venuti, 2004)

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3. Cultural words are words that are associated with a particular language (Newmark, 1988). He categorized cultural words into five groups:
 - a. Ecology: flora, fauna, winds, plains, hills, etc.
 - b. Material culture: food, clothes, houses, towns, and transport
 - c. Social culture: work and leisure
 - d. Organizations, customs, activities, procedures, concepts
 - Political and administrative
 - Religious
 - Artistic
 - Historical terms
 - e. Gestures and habits

1.7 Organization of the Paper

The paper is organized as follows:

CHAPTER I

This chapter contains background of the study, research questions, aims of the study, scope of the study, significance of the study, clarification of the words, and organization of the paper.

CHAPTER II

It consists of theoretical review that provides a basis for conducting the research problems.

CHAPTER III

This section contains the research methodology, discussing the steps and procedures of the study, and the data resources in conducting the study.

CHAPTER IV

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In this part, the result of the research will be presented. This chapter contains the research findings and discussion.

CHAPTER V

The last chapter contains the interpretation toward the result of the research in a form of conclusion and suggestion in accordance with the research.

