

CHAPTER I

INTRODUCTION

This chapter provides the introduction of the research which includes background of the research, research questions, purposes of the research, significance of the research, scope of the research, research methodology, clarification of terms, and organization of the paper.

1.1. Background of the Research

English has been claimed as a global language (Crystal, 2003), since it has special role in most countries all over the world. On similar note, Redmann (2002, p.45) argues that “English spans the divide between people and cultures. It is not owned by Britain and America; now it belongs to everyone.” The main indication of English’s worldwide status is the widespread acceptance of it as a first or a second language. English as a first and second language is applied in non-native countries. English plays a role as second language when it is used in some substantial department such as government, law court, media, and education system. Some non-native countries who use English as their second language are Singapore and Malaysia. On the other hand, English can be served as foreign language when it is taught in schools but it has no official status, as we can see in Indonesia.

However, since not all people are able to speak or write in English, translation is necessary. Catford (1965, p. 20) defines translation as the replacement of textual material in one language (SL) by equivalent textual material in another language (TL). Newmark (1988) also defines that translation is rendering the meaning of a text

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into another language in the way that the author intended the text. In short, translation is the process of transferring messages from one language to another. Translation is needed in order to avoid misunderstanding and misinterpreting between non-native speakers.

Translating literary works often create problems for translators since they have to be skillful enough to translate feelings, cultural nuances, humor and other delicate elements of a piece work. Haque (2012) says that “it is an inherent idea that the translation of poetry is very problematic, yet we have to agree that the translators also have to face lots of difficulties when it comes to translating prose”. Prose includes novel, essays, fiction, short stories, comedy, and folk tale. There are some problems that are faced by translators when it comes to translating prose, namely cultural words, proper names, addressing people, and rendering figure of speech. Since the source and target languages belong to different cultural groups, translators have to be very careful in translating such terms because it determines the quality of translation.

More specifically, figure of speech or figurative language creates problem for its imaginative nature. Figure of speech are imaginative tools in both literature and ordinary communications used for explaining speech beyond its usual usage (Fadaee, 2011). Figures of speech are widely used in literary works, especially in prose. It is used to give clearer description and visualization about condition and things to the readers. One of figure of speech that causes some difficulties is metaphor.

Newmark (1988: 113) admits that while the central problem of translation is the overall choice of a translation method for a text, the most important particular problem is the translation of metaphor. Metaphor is a figure of speech which compares two unlike things. Metaphors are used by the authors in order to give some

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experience and description to the readers by comparing familiar thing around them. The problem is in finding appropriate equivalents in the target language.

The Various Flavors of Coffee is a novel which has a lot of metaphor. It is interesting to analyze how those metaphors are translated into Bahasa Indonesia. It tells about a young poet, Robert Wallis, who works for Samuel Pinker, a coffee importer. Wallis is offered a job in describing and classifying the taste of a coffee. He falls in love with his assistant who is also Pinker's daughter, Emily. Then Wallis is sent to Africa to search the source of legendary Arab Mocca. The conflict starts in the middle of his journey, when Wallis meets Fikre and falls in love with her.

Therefore, it is challenging to analyze the strategies and quality of literary works. This study is inspired by Zohdi and Saedi's (2011) research about translating metaphor and simile from Persian to English. It investigates the most accurate translation strategy which is employed in Khayyam's quatrain. In this present study, the researcher 1) analyzes the most frequently used strategy which is used in translating metaphors in novel *The Various Flavors of Coffee* 2) and also measures the quality of translation which is presented in number.

1.2. Research Questions

This study is conducted to answer some problems related to translation theory. The problems are:

1. What types of metaphors are expressed in the novel "*The Various Flavors of Coffee*"?

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2. What strategies are used by the translators in translating metaphors in the novel “*The Various Flavors of Coffee*”?
3. How is the quality of translation of the metaphors in the novel?

1.3. Purposes of the Research

According to the research questions, the purposes of this study are:

1. To get information about types of metaphors those are expressed in the novel “*The Various Flavors of Coffee*”.
2. To analyze the strategies those are used in the novel “*The Various Flavors of Coffee*”.
3. To assess the quality of translation of the metaphors in the novel “*The Various Flavors of Coffee*”.

1.4. Scope of the Research

In order to have an optimal result from the research, the scope of the study is limited on analyzing the strategies in translating metaphors in a novel entitled “*The Various Flavors of Coffee*”. The items analyzed in this research are types of metaphors that are employed in the novel “*The Various Flavors of Coffee*”, the translation strategies used in translating the metaphors and quality of metaphors’ translation in the novel “*The Various Flavors of Coffee*”.

1.5. Significance of the Research

The findings of this research are expected to describe types of metaphors that are employed in the novel “*The Various Flavors of Coffee*”. Translation strategies

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used in translating the metaphors and quality of metaphors' translation in the novel "*The Various Flavors of Coffee*" are also expected. This particular information has significance to:

1. **Translators**, to provide information of strategies that can be used in translation metaphor and to give an illustration of translation quality of metaphors in a literary work.
2. **English Department**, to enrich the literary and existing research toward the translation of metaphor in literary works.
3. **Future research**, as a foundation of further research toward translation of metaphor and translation strategy in general.
4. **General readers**, who want to know more about the strategies of translating metaphor from English to Indonesian, specifically translating metaphor in literary work

1.6. Clarification of Terms

In this research, there are some terms that need to be clarified to make sure that both the researcher and the reader of this research are in the same understanding about the terms used. The terms which need to be clarified are:

1. Analysis

Analysis is detailed examination of the elements or structure of something (Oxford Dictionaries; 2013). The data that are analyzed in this paper are phrases, clauses, or sentences that contain metaphor.

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2. Translation

Translation is rendering the meaning of a text into another language in the way that the author intended the text (Newmark, 1988:5). In this paper, it is rendering the meaning of metaphors found in Capella's novel "*The Various Flavors of Coffee*" into Indonesian "*Rasa Cinta dalam Kopi*".

3. Strategy

Strategy is the art of planning the best way to gain an advantage or achieve success. While of translation strategy, it is potentially conscious procedure for the solution of a problem which is faced by a translator when translating a text segment from one language into another (Lorscher 1991 as cited in Poostdoozan 2000). The strategy here means the procedure used by the translator in translating metaphors found in novel "*The Various Flavors of Coffee*".

4. Metaphor

Metaphor is verbal relation in which an idea or image is enhanced "by the presence of one or more other ideas" (Princeton Encyclopedia of Poetry and Poetics; 1990).

5. Novel

Novel is an invented prose narrative of considerable length and a certain complexity that deals imaginatively with human experience, usually through a connected sequence of events involving a group of persons in a specific setting (Encyclopaedia Britannica; 2013).

1.7. Organization of the Paper

This research paper is divided into five chapters as follow:

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Chapter I: Introduction

This chapter contains a brief overview on background of the research, research questions, purposes of the research, significance of the research, scope of the research, research methodology, clarification of the key terms, and organization of the paper.

Chapter II: Theoretical Review

The second chapter discusses theoretical foundation about translation of metaphor, analyzing metaphor, and translating metaphor.

Chapter III: Research Methodology

This chapter elaborates the methodology of the research that includes research design, site and participants of the research, data collection, and data analysis.

Chapter IV: Findings and Discussion

This chapter presents the findings of the research in form of findings and discussion.

Chapter V: Conclusions and Suggestions

This chapter consists of the conclusion of the research and suggestions for the next research as well as for teachers based on the findings found by the researcher.

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