

# **CHAPTER I**

## **INTRODUCTION**

This chapter presents background of the study, research questions, aims of the study, research method as well as data collection and data analysis, significance of the study, organization of the paper and the conclusion of the chapter one.

### **1.1 Background**

Domestication strategy is one of the basic strategies of translation proposed by Venuti (1995), this strategy is considered popular in the translation field for the last decade (Laras, 2012; Sharifabad, 2013; Qafzezi, 2013 and Laraswaty, 2014). The importance of this particular strategy lies in its effectiveness to produce a comprehensible translation text. Thus, translators must be aware to the importance of the strategy in translating a text, particularly in translating cultural words. For, this strategy could really help the translator to translator the cultural words found in the text and to provide a good and apprehensible translation for the target readers.

It is considered that in translation field, there is a major problem which is commonly encountered by translators. The problem is the cultural differences between two of the languages which are involved in the process of translation. In translating books or novels, it is believed that translators must encounter various cultural words. Baker (1992, p.21) states that normally source language brings some cultural words which are considered totally unfamiliar in the target language. Meanwhile, Newmark (1988, p.17) asserts that cultural words are the kind of words which are considered peculiar to the target readers. It is also has been reported by numbers of studies that cultural words are one of the problematic aspects which commonly encountered by translators in translating texts (Laras, 2012; Sharifabad, 2013; Qafzezi, 2013 and Laraswaty, 2014).

One of the important ways to produce an apprehensible translation text is to apply the most appropriate strategies of translation. Domestication appeared to be one of the strategies of translation which could help translators to produce a good quality translation text. According to Pedersen (2005) there are six strategies of domestication, the strategies are cultural equivalent, omission, globalization, translation by a more specific word, creation and equivalent translation. Generally speaking, domestication strategy is employed to create smooth translation or fluent translation by reducing the peculiarity of the foreign text for the target language readers. According to Venuti (1995, p.20) domestication is “an ethnocentric reduction of the foreign text to target-language cultural values, bring the author back home”. Domestication strategy creates the text readable by the target readers as the words contained in the text are translated appropriately hence the target readers could read the translated version of the text as the original text.

After the writer read the original version and translated (*bahasa Indonesia*) version of Malala Yousafzai and Christina Lamb’s “*I Am Malala: The Girl who Stood Up For Education and was Shot by the Taliban*”, there are numerous cultural words both from the original and translated version of the book were found by the writer, for instance the words *naang* which means honor and *tapa* or *tapey* which means two-line poems. The cultural words which were discovered could be taken as the primary data of the study using cultural word framework proposed by Tomalin and Stempleski (1993). According to Tomalin and Stempleski (1993) as cited in Behtash and Firoozkoohi (2009, p.1578) there are three elements of culture, those elements are (1) ideas: values, beliefs, institutions, (2) behaviors: folklore, music, art, literature, and (3) products: customs, habits, food, dress, lifestyles.

There are a few numbers of studies which are considered related to this present study, the study which was conducted by Behtash and Firoozkoohi (2009), Machali (2012), Qafzezi (2013) and Laraswati (2014), those previous studies were conducted to investigate the domestication and foreignization in cultural specific items contained in books or novels. Meanwhile, Novari (2012) conducted a study to investigate purely the foreignization

strategies which were applied in cultural words translation. Furthermore, Laras (2012) conducted a study which investigated the domestication and foreignization which are applied in translating medical terms. The previous studies which were stated formerly, were mostly conducted to investigate purely the foreignization strategy or both domestication and foreignization strategies. Different from those previous studies, this present study specifically aims to categorize the types of cultural words and to examine the domestication strategies which were applied in the translation of Malala Yousafzai and Christina Lamb's *"I Am Malala: The Girl who Stood Up For Education and was Shot by the Taliban"* (2013).

## 1.2 Research Questions

The formulated research questions are as follows:

1. What kind of cultural words are found in Malala Yousafzai and Christina Lamb's *"I Am Malala: The Girl who Stood Up For Education and was Shot by the Taliban"*?
2. What types of domestication approaches used in translating the cultural words in the book?

## 1.3 The Aims of the Study

The aims of the Study are:

1. To categorize the types of cultural words found in Malala Yousafzai and Christina Lamb's *"I Am Malala: The Girl who Stood Up For Education and was Shot by the Taliban"*
2. To examine the domestication approaches used by the translator in translating the cultural words in the book.

## 1.4 Methods of Study

This study employed qualitative method in examining the data. Alwasilah (2001) explains that in conducting a qualitative research description and analysis are involved.

That is to say that this method is considered appropriate for this study as this study aimed at describing and analyzing the phenomenon regarding domestication strategies in translating cultural words.

#### **1.4.1 Data Collection**

Kaplan and Maxwell (2005, p.39) states that occasionally writer has to make decisions to choose the data which are relevant with the research questions persistently. Therefore, in order to choose the relevant data to answer the formulated research questions, sampling method is chosen to select purely the relevant data for the data collection. According to Latham (2007, p.2) “The sample method involves taking a representative selection of the population and using the data collected as research information”. This method is appropriate for the writer who wants to gather data from a sample of population.

In addition, Latham (2007) proposed two categories of sampling method. Those are probability sampling and non-probability sampling. In collecting the data, this study chose the data non-randomly in order to collect purely the cultural words contained in the studied book, therefore this study is appropriate to use non-probability sampling method.

The population is the entire cultural words which were found in the book, but not all the population were analyzed, thus sampling method is considered necessary to select the sample of population which could represent the entire cultural words contained in the book. The sample of population which were taken as the primary data of the study were selected using non-probability sampling method from almost half part of the book, precisely 180 pages of the book.

The data of this study are in form of words which were critically selected by employing the non-probability sampling method in order to answer the formulated research questions and were collected from both original and translated version of Malala Yousafzai and Christina Lamb’s *“I Am Malala: The Girl who Stood Up For Education and was Shot by the Taliban”*. Following are the detail of data collection procedures:

1. Reading both the original version and translated version of Malala Yousafzai and Christina Lamb's "*I Am Malala: The Girl who Stood Up For Education and was Shot by the Taliban*" cautiously in order to understand the contents of the book.
2. Identifying cultural words in the book. Cultural words in the book were identified based on categories of cultural word proposed by Tomalin and Stempleski (1993).
3. Collecting 145 cultural words which were found in the studied book. The cultural words were gathered from almost half part of the book or precisely from 180 pages of the book, taken from the beginning, the middle and the last part of the book. The 145 cultural words were chosen as the primary data of the study since there are only 145 cultural words which are considered suitable with the classification of cultural words proposed by Tomalin and Stempleski (1993).

#### **1.4.2 Data Analysis**

After the data of the book were entirely found, the writer proceeded to analyze the data. There are several steps required to analyze the data in order to answer research questions which were formulated in this study. The steps which were taken are as follows:

1. The cultural words which were found in the book were compared between the original and the translated version.
2. Subsequently, after the cultural words from the original and translated version were compared they were classified into categories of cultural word by Tomalin and Stempleski (1993). The cultural words were classified into three elements of culture; which are ideas, behaviors, and products.
3. Furthermore, domestication strategies were identified in the translation of the cultural words using six domestication strategies in Pedersen continuum (2005).
4. Afterward, domestication strategies which were used in the book were calculated. It used the following formula:

$$P = \frac{F}{N} \times 100\%$$

P: Number of percentages

F: Frequency of each domestication approaches

N: Number of amount of the data

5. The next step, the results of the study were interpreted and explained.
6. And the last step, the conclusion was drawn based on the results of the data finding.

### 1.5 Significance of the Study

The results of the study are expected to provide sufficient data to help students who intend to do the same research regarding the domestication in cultural words translation. The writer of the study expects this study will:

1. Practically, give contribution and provide information to the development of translation field, particularly domestication in cultural words translation.
2. Theoretically, give more knowledge to the writer herself and to anyone who intends to obtain a deep understanding on the process of domestication in cultural words translation.

### 1.6 Clarification of Key Terms

Clarification of key terms is considered necessary in order to avoid misperception of the terminologies which were used in this study. Following are the clarification of key terminologies used in the study.

1. Domestication: Domestication method is “an ethnocentric reduction of the foreign text to target-language cultural values, bring the author back home.” as stated by Venuti (1995, p.20).

2. Cultural words: According to Tomalin and Stempleski (1993) as cited in Behtash and Firoozkoobi (2009, p.1578) there are three elements of culture; those elements are (1) Ideas: values, beliefs, institutions, (2) Behaviors: folklore, music, art, literature, and (3) Products: customs, habits, food, dress, lifestyles. Meanwhile according to Newmark (1988, p. 95) “cultural word with a particular language and cannot be literally translated”.

3. Translation : Munday (2001, p.5) stated that “The process of translation between two different written languages involves the translator changing an original written text (the source text or ST) in the original verbal language (the source language or SL) into a written text (the target text or TT) in a different verbal language (the target language or TL)”. Meanwhile, Larson (1984, p.3) asserted that representing source language into target language are the elements which are involved in the process of translation.

## **1.7 Organization of the Paper**

This study will be presented into five chapters as follows:

### **Chapter I: Introduction**

This chapter presents background of the study, research questions, aims of the study, research method as well as data collection and data analysis, significance of the study, organization of the paper and the conclusion of the chapter one.

### **Chapter II: Literature Review**

This chapter presents a number of relevant theories. It begins with the explanation of domestication method, theory of cultural translation and previous studies.

### **Chapter III: Research Methodology**

This chapter contains the research methodology which is employed in conducting this study. It consists of research design, research questions, data resources, data collection, and data analysis.

### **Chapter IV: Findings and Discussions**

This chapter discusses the findings and discussions of the study. The detail of the chapter will begin with the explanation of the result of the study which consists of findings and then follows with the discussions of the study.

### **Chapter V: Conclusions and Suggestions**

This chapter consists of the conclusions of the study and the suggestions for future studies.