

## CHAPTER I

### INTRODUCTION

This chapter presents an introduction of the study. It comprises the background of the study, the research questions, the purpose of the study, the significance of the study, scope of the study, clarification of terms, and organization of the paper. The above elements of introduction will be elaborated below.

#### **1.1 Background of the Study**

The sophisticated technology in this globalization era encourages people to be literate on information and communication technology. It is closely related to the elements of language and translation. Mastering language sustains people's need for the acquisition of information, the path of communication and the development of technology. If the development of information and communication technology comes from foreign countries, it is necessary to have a process of transferring one language into another language or transferring the source language to the target language. The result of transferring the source language into the target language refers to translation. Besides, Miremadi (1993, p.23) remarks that translation is a reciprocal process from one culture into another culture. So, translation is not only the transfer from one language into another

language, but also the transfer of one culture into another culture (Newmark, 1988).

However, the process of rendering language is not as an easy task because there are cultural variations. One culture may be different from another culture. Every country has their own and different cultures. The goal of every country is promoting their local culture to be global. There are culture variations in Indonesia because this country has diverse islands and regions. There is also a variation of cultural words in every culture which is not easy to be translated. However, the cultural words provide an overview to attract tourist or foreigner to visit and enjoy the Indonesian local culture. Cultural words are the words related to the culture. According to Newmark (1988, p. 95), cultural words are related to “particular language and cannot be literally translated”. There are seven types of cultural words according to Newmark’s theory (1988), Vlahov and Florin (1980) (as cited in Telling, 2003), and Davies (2003), such as ecology; material culture; organizations, customs, ideas; social culture; gestures and habits; toponym; and ethnic. As pointed by Baker (1992, p. 21), cultural words may be abstract or concrete and relates to religion, belief, social customs, or even type of foods. Cultural words are very broad and complex to be translated.

We can access cultural word translations to improve our ability of translating, apply them in our daily communication or cross-cultural communication, and promote the Indonesian culture to be global. We can find

those words in the books, novels, movies, internet, social media, and the other media.

Since the growth of the internet is becoming fast and social media is becoming a current trend, we can find many kinds of translation there. We can find cultural word translations in the tourism website, such as Indonesia travel website. Website is a kind of page in the internet which is used by some people or organization and shares many contents that can be accessed by the user of the internet. The content shared on the website is called posting. We can share the posting by including some texts, audio, video, picture, and many other website contents. The website users utilize their accounts to communicate online, transfer and access the knowledge. The tourism website contains information of destination in a place or country. Indonesia has official tourism website in the page of [www.indonesia.travel](http://www.indonesia.travel) called “Wonderful Indonesia” tourism website.

“Wonderful Indonesia” tourism website is a website which contains the destination information with all its statements, covering geography, time, tourist attractions, traditional foods, and the information of every culture in Indonesia. This website is managed by a team of the Ministry of Tourism RI as a tool to promote Indonesia tourism with the slogan of *Pesona Indonesia* or *Wonderful Indonesia*.

Previous study had examined cultural words translation in the novel. As Yantriani (2010) in her research entitled “The translation analysis of cultural word expressions in the Lauren Weisberger’s novel entitled “The Devil Wears Prada”.

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She analyzed cultural words in the novel and the translation procedures applied by the translator in translating them into Indonesian.

In this research, the researchers will investigate the types of Indonesian cultural words, translation procedures of Indonesian cultural words, and the quality of Indonesian cultural word translations used in the English version in “Wonderful Indonesia” tourism website. There is an assumption that there may be suitable and best procedures of Indonesian cultural word translations. People or translator can use the suitable procedure to translate cultural words in order to promote the local culture to be global.

## **1.2 Research Questions**

In this research, the writer analyzes some following questions:

- 1.2.1 What types of Indonesian cultural words are found in the English version of “Wonderful Indonesia” tourism website?
- 1.2.2 What translation procedures of Indonesian cultural words are used in the English version of “Wonderful Indonesia” tourism website?
- 1.2.3 How is the quality of cultural word translations in the English version of “Wonderful Indonesia” tourism website?

## **1.3 Purpose of the Study**

Based on the formulated questions, the aims of the study are as follows:

- 1.3.1 to find out the types of Indonesian cultural words found in the English version of “Wonderful Indonesia” tourism website;
- 1.3.2 to reveal the translation procedures of Indonesian cultural words used in the English version of “Wonderful Indonesia” tourism website; and
- 1.3.3 to ascertain the quality of Indonesian cultural word translations in the English version of “Wonderful Indonesia” tourism website.

#### **1.4 Significance of the Study**

This study is expected to give contributions for the readers, translators, educational practitioner, and other researchers in three major points: theoretical, practical, and professional significance.

Theoretically, the finding of this study of translation procedures of Indonesian cultural words in the English version of “Wonderful Indonesia” tourism website is expected to contribute to the frameworks of cultural word translation procedures in the process of translating cultural words.

Practically, this study of Indonesian cultural word translation procedure in the English version of “Wonderful Indonesia” tourism website is expected to be useful to improve translating skill. It is also expected to give benefits to the translator and translating learners to explore the translation procedures of cultural words and decide the best procedure to translate them. Besides, this study is also expected to give contribution to other researchers for further research on the same

topic and different discovery. Therefore, this study is expected to promote Indonesian culture to be global to the world.

Professionally, the issue of translation procedures of cultural words which will be discussed in this research is expected to be guidance in selecting the best and suitable procedures to translate cultural words.

### **1.5 Scope of the Study**

The scope of the study is analyzing the types of Indonesian cultural words, translation procedures of Indonesian cultural words, the quality of Indonesian cultural word translations found in the English version of “Wonderful Indonesia” tourism website as the Indonesia’s official tourism website ([www.indonesia.travel](http://www.indonesia.travel)). The 336 cultural word samples are analyzed based on Newmark’s theory (1988, p.95) include the category of cultural words: ecology, material culture, social culture; organization, customs, ideas; gestures and habits with the addition of toponyms and ethnics from Vlahov and Florin (1980) cited by Tellingner (2003), and Davies (2003). The focuses of this study are on 10 articles in the category of West Java and 336 target cultural words. Furthermore, the writer also investigates the procedure of Indonesian cultural word translations according to Newmark (1988) and the quality of Indonesian cultural word

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translations in three categories according to Larson (1984) with four indicators taken from Barnwell theory (1992).

### **1.6 Clarification of Terms**

In order to avoid misconception and misunderstanding in this research, following several terms are clarified:

The procedure is official ways or a series of action of performing in a certain manner. According to Yogiarto (1995, p.1), the procedure is defined as the series of stages in doing something. However, translation is the product of translating which includes the process of transferring a language from source language to target language. According to Brislin (1976, p.1), translation is a general term referring to the transfer of thoughts and ideas from one language into another language, whether the language is in written or oral form, whether the languages have established orthographies or not; or whether one or both languages is based on signs, as with signs of the deaf. Therefore, the translation procedure refers to the ways of translating. It contains an option of concrete acceptable translation to re-express the source text into the target text in a creative way (Davies, 2004).

Additionally, the focus of the study is Indonesian cultural word translations which refer to the result of translating cultural words from a source language into the target language. It is the output of translating words or sentences related to culture.

The main focus cultural word translations are analyzed in the English version of “Wonderful Indonesia” tourism website. Website refers to a web domain that is usually used by the people, organization, or business. The URL of website is commonly started by World Wide Web (www). A person who play an active role in a website and becomes website follower are called user.

In addition, “Wonderful Indonesia” tourism website is the Indonesia’s official tourism website to promote Indonesia Tourism with its slogan of *pesona Indonesia* or *Wonderful Indonesia* which is managed by the Ministry of Tourism RI as a tool of Indonesia tourism promotion to go global or international.

## 1.7 Organization of Paper

The paper organization of this research covers the introduction, literature review, research methodology, findings and discussions, and conclusions ad suggestion.

**Chapter I – Introduction** explains a brief introduction to the area of investigation. It comprises the background of the study, research questions, purpose of the study, significance of the study, scope of the study, clarification of terms, and organization of the paper.

**Chapter II – Literature Review** focuses on the theories and the literatures which are relevant to this research and include some view points of the expert and other research related to the topic. This chapter incorporates the theory of

translation, culture and translation, cultural word, procedure of translation, a brief of “Wonderful Indonesia” tourism website, and quality of translation.

**Chapter III - Research Methodology** consists of the methodology of the research. The elements which will be discussed in this chapter are research problems and research methodology. Research methodology contains a formulation of problem, research design, data source, data collection, and data analysis.

**Chapter IV - Findings and Discussions** covers the results of the research and discuss the research findings. The answer to the research problems is explained in this chapter.

**Chapter V - Conclusions and Suggestions** is the last chapter which draws all conclusions of the research and contains some suggestions for further research.