

# CHAPTER I

## INTRODUCTION

In this chapter the background of the research will be elaborated. Specifications of research questions as well as purposes of the studies will also be included. Furthermore, this chapter will also reveal significance of studies, clarification of terms, research methodology and organization of the paper.

### 1.1 Background

Quotations have been widely used by a lot of people around the globe. A great number of quotations from various languages have been known by a lot of people and translated to their original language. However, in translating quotations or famous words, since most of them are derived from books, it is a need to take extra attention to translate. The reason behind this statement is that translating some words takes risk of losing the original values of the word itself. Utami (2011) also emphasizes that translating from one language to another language involves activity of rendering cultural and ideological values. It can be seen from her statement that the difficulties come up in rendering cultural and ideological values.

One of the targets in translating is that readers need to understand the translation version as easy as possible meaning that the translator needs to try hard to make the text as understandable as possible. As portrayed by Nida quoted in Venuti's book entitled *The translator's invisibility: A history of translation* (1995) that the translator must be a person who can draw aside the curtains of linguistic and cultural differences so that people may clearly see the relevance of the original message. This leads to understanding that translator has a role as mediator between the target readers and the author of the text (Utami, 2011). This strategy is the intermediary to the understandable and readable text since the translator makes the text as culturally clear as possible to the readers of different culture. The strategy mentioned above is called domestication.

The existence of domestication strategy purposes to prioritize the target language culture dominance. By applying this strategy, the target language will

not preserve the source language values. Besides the existence of this strategy, Venuti also introduces foreignization strategy which appears to resist the domestication strategy as violence of translation. The use of this foreignization strategy is to preserve the text to its original values and will make the readers read the text as translation. In contrast, domestication can be read as a text by the readers. Another conclusion is that domestication strategy will make the translator invisible while foreignization strategy makes the translator visible.

This domestication and foreignization strategy portrays how capable translator can be in translating source language to target language to be easily readable and understandable in terms of culture and ideology. As supported by Khairunnisa (2014) that one of the important ways to produce an excellent translation text is to apply the most appropriate strategies of translation in translating the source text. 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) 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 properly hence the target readers could read the translated version of the text as the original text. Generally, in the process of translating the text, the translator is given liberty to choose which strategy is preferred, whether domestication or foreignization, which is in line with Schleiermacher (cited in Schmidt, 2013) stating that in the translator has to choose one method in translating and has to be consistent on what he/she has chosen. Besides, it is important to note that translators are also responsible in creating text in source language understandable and meaningful.

Along the needs of translation itself, nowadays, a lot of changes has interfered technology which ease various needs in daily life. Language is one of the needs in daily life which is a key to communication, with this development of technology, language become easily-accessible with various available dictionaries. Foreign language becomes the main needs in our daily life nowadays, one of them is English. English has been widely used around the globe to communicate to each other. The existence of nowadays technology allows people

to learn language on their own via mobile phone or tablet pc, or any other handy portable devices. One of the applications used by people to learn language is online dictionary available for many Operating Systems. Furthermore, online dictionary has been very well-developed especially in recent years. There is an application named "LINE Dictionary" which is accessible on android and iOS. LINE dictionary is now a complete version of online dictionary providing not only vocabulary translation but also idiomatic and quotations translation from English to Bahasa Indonesia. The existence of this online dictionary gives an idea to the writer to research the domestication and foreignization strategies used in translating English quotations to Indonesian. LINE dictionary is an online dictionary application used by a lot of smartphone users for their convenience of communication. As the researcher was also one of the translator team on LINE online dictionary starting from September 2014 - March 2015, the researcher will focus on finding out which strategy used by a novice translators of LINE Online dictionary in translated selected quotations, whether most of the translations are domesticated or foreignized.

## **1.2 Research Questions**

Based on the explanation written above, two research questions for this research are formulated as follows:

1. What categories of culture-specific items are found in the translation of selected quotations by a novice translator of LINE Online Dictionary?
2. Which from domestication and foreignization strategy is more dominating in translating the culture-specific items found in the translation of selected quotations by a novice translator of LINE Online Dictionary?

## **1.3 Purposes of the Research**

Based on the proposed research questions, this research aims:

1. To find out categories of culture specific items in the translation of selected quotations by a novice translator of LINE Online Dictionary.
2. To figure out which strategy between domestication and foreignization is more dominating in the translation of selected quotations by a novice translator of LINE Online Dictionary.

#### **1.4 Scope of the Research**

The focus of this research is to figure out categories of culture specific items found as well as to find out which strategy between domestication and foreignization is more dominating in translating selected quotations by a novice translator.

#### **1.5 Significance of the Research**

The result of this research highlighting domestication and foreignization strategy in selected quotations translated by a novice translator is expected to be able to provide benefits as follows:

1. Practically, it is expected to give more information on improving the skill of translating, specifically translating quotations. This is intended to a lot of professionals, including lecturers, authors, translators, as well as learners.
2. Theoretically, it is expected to give more understanding of domestication and foreignization strategies and provide more knowledge in finding out the culture specific items contained in the quotations.

#### **1.6 Clarification of Terms**

These following terms are provided in order to avoid misunderstanding in this research.

1. Domestication : As defined by Venuti (1995) domestication is an ethnocentric reduction of the foreign text to target-language cultural values, bring the author back home.
2. Foreignization : This strategy, based on Venuti (1995), implies an effort to preserve the culture of the source text, for example by employing calques in the target text for words that are peculiar to the source culture.
3. LINE online dictionary : LINE online dictionary is an application for smartphone to easily access quotations or famous words included their translation to some languages.

4. Culture-specific items : Also known as CSIs, Harvey (2000) claims that these refer to the concepts, institution, and personnel which are specific to the culture of source language.
5. Quotations : Quotations refer to the repeated use of units of any other form of expression, especially parts of artistic works: elements of a painting, scenes from a movie or sections from a musical composition. (Knowles, 2006)

## **1.7 Research Methods**

### **1.7.1 Design**

Descriptive qualitative research will be adopted to acquire deep understanding about the issue. Qualitative research is well suited for this research due to the nature of qualitative research which, according to Hancock (1998), describes social phenomena that occur naturally without any attempt to manipulate certain situation under study as in the case with experimental quantitative research.

### **1.7.2 Source**

The source of this proposed research will be translation of selected quotations by a novice translator of LINE Online Dictionary. The data gathered will be the work from one of the students of UPI who previously were part of translator team on LINE online dictionary and the total of the quotations are 2609 items.

### **1.7.3 Data Collection**

After reading the English quotations along with the Indonesian-translated version, the data collections will include:

1. The first step is reading the selected English quotations. This purposes to automatically notice the potential data to be researched.
2. The next step will be finding the words belonging to culture specific items.
3. The last step is highlighting the culture-specific items. This is the solution to the easier classification.

### 1.7.4 Data Analysis

Some steps will be taken in dealing with data analysis. They include:

1. The English quotations will be compared with the Indonesian-translated quotations.
2. Having compared both quotations, the categorizing process is taken into account.
3. Having finished the process of categorizing, each category occurrence will be shown with percentage. The calculation of the data will adopt Bungin's formula (2005).

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

P: Number of percentages

F: Frequency of each culture specific items category

N: Number of amount of the data

4. Finding out the categories with their percentage, the categories will then be classified into the procedures of translation based on the related theories proposed by some scholars.
5. Figuring out strategies of domestication and foreignization is the following step.
6. Afterwards, domestication and foreignization strategies used in the process of translating are calculated.
7. The next step, the results of the data analysis will be interpreted and explained.
8. To finalize, the conclusion will be drawn based on the results of the data finding.

### 1.8 Organization of the Paper

This paper will be presented in five chapters, which include:

#### Chapter I: Introduction

This chapter will mainly discuss the background, statement of the problem, objectives of the research, scope of the study as one of anticipations in avoiding over focusing on the research, research method, significance of the study, clarification of the terms and organization of the paper.

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*DOMESTICATION AND FOREIGNIZATION APPLIED TO TRANSLATION OF SELECTED QUOTATIONS BY A NOVICE TRANSLATOR*

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## **Chapter II: Literature Review**

The second chapter, the writer will discuss the review of the literature or theoretical foundations. It serves as a base for investigating the research referring to theoretical foundation of the study which is relevant to be used in conducting the research.

## **Chapter III: Research Methodology**

This chapter will focus on the methodology of the research. It will explain the research problems, research methods and an explanation of how to gather the data, implement and analyze it.

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

This chapter will report the results of the research and what the research has found and then it will discuss the information from the beginning of the research to the finding of the results.

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

This will show the conclusion and recommendations. It will tell the summary of the findings and the discussions of the research. Some recommendations for further research are included in this chapter.