

CHAPTER I

INTRODUCTION

This chapter consists of introductory descriptions regarding the research which covering the background of the study, the research question, the purpose of the research, the scope of the research, the significance of the research, the research methodology, the clarification of key terms, and the organization of the research.

Background of the Study

Comic is an art that has become part of cultural form (Altenberg & Owen, 2015) that can be defined as a written or narrative text which is combined with pictures in a story as a characteristic of comic. In other words, a comic can be defined as a part of media mass that can influence the lives of society. However, since comic becomes globalized and has become popular among the readers of all ages, it has been translated into several languages in many countries. According to Altenberg and Owen (2015), a translated comic is a comic that is made by rewriting the text into a new language or modifying the picture artwork to be understood by the readers in every country around the world. The language can be translated from the source language into the target language to be understood by the readers based on the structures, words, and language culture of the target language (TL). In addition, the new language of translated text is marked by linguistic and culture perspectives (Altenberg & Owen, 2015). From Altenberg and Owen's (2015) explanation, it can be said that linguistic and culture have important roles in translation to convey the meanings. Thus, linguistic and cultural aspects can be used in guiding translators in the process of translation.

Based on the aforementioned explanation regarding the linguistic and culture, Bassnett (2002) proposes two terms in translation . She points out that one of the ways in defining the meanings in a text is by understanding the culture of the language itself. It can be done by seeing and identifying closely to the text which adopts linguistics as the tool in analyzing the process of translation. From the explanation above, it can be understood that one language has its own structure and expression as others do. In addition, by understanding the culture of

target language in translation, the meanings at the source language can be easily conveyed in a text. As Bassnett (2002) said that linguistics can be used as a tool in translation processes because it may help to make the translation cohesive since linguistics deals with meaning, grammar, structure, and context of the text. In addition, she also said that there is always a relation between culture and linguistic perspective in a translation (Bassnett, 2002).

However, to convey the meanings in target language, there are several strategies within the process of comic translation since there is a relation between the verbal and the non-verbal. Newmark (1998) points out that a translation should begin with deciding a method of approach. The method of approach is one of the important elements which may become a tool in analyzing the new language in translation processes. To make the translation cohesive and appropriate, Newmark (1998) adds that in the process of translation, the translator should understand the source language (SL) before transferring into target language (TL). However, when translating comic, translators need to understand that the verbal element and the picture artwork in the text could express the same meaning. In a translation, the process of changing the original text of the source language (SL) into the target language (TL) can express another meaning (Newmark, 1998). Back translation (BT) is the next step of translation strategies. Back translation needs to be compared with the target language (TL) to find out the differences or the similarities between target language (TL) and source language (SL).

These translation strategies become the concerns in the process of translation, since they are used to avoid misinterpreted meanings or messages through the text. Misinterpreted meaning in translation may affect the readers' understanding of the story and their reading experience. One of the linguistic theory which may help to avoid misinterpreted meanings and to convey the same meaning and messages in the target culture is semantic shift. Semantic shift can be used in analyzing meaning in written text and oral (Mujiyanto, 2001). It also may influence translators in the process of translation. He further adds that semantic shift is one of the useful tools in analyzing text to see how meanings in the target

language are changed. However, Crowley (1991) states that semantic shift completely loses the original meaning and acquires a new meaning.

In addition regarding the term of translation, some of the scholars mention that there is always a relation between language and culture. According to Manfredi (2008), translation study has a connection between language and culture which can be highlighted by a linguistic model by seeing the language itself which relates to the culture of that language. Baker (2001) also points out the same explanation as Manfredi (2008) that translation can also be applied with linguistic theory which focuses on the language itself. She adds that there are many linguistic theories which can be used as a tool for the analysis in translation. It can be seen that linguistic study would be useful as a toolkit for analyzing language use.

Moreover, language and culture are connected even if they are seen from linguistic perspective (James, 1996; Kramsch, 1998 as cited by Manfredi, 2008). In doing a translation, as Baker (2001) has mentioned before, understanding the source language (SL) and target language (TL) based on a particular culture is important. Based on the aforementioned explanation, it can be seen that in doing translation work, cultural language may influence the process of translation since the language itself is an expression of the culture. He further adds that the most important thing in doing translation is to know the target culture first.

The connection between translation text and culture has drawn some scholars' attention. There are several studies that are related to translated comic and the analysis of it have been conducted. For instance, Agustine (2014) examined the English-Indonesian translation of comic by using semantic shift as the method for her analysis. She focuses on the words change in translated comic by making the back translation from the target language (TL) and then comparing it with the source language (SL) as the next step. By using semantic shift as the method for her analysis, Agustine (2014) uses some categories from semantic shift term and classifying the words change based on that categories. She also adds cultural perspectives in her analysis when presenting the result, conclusion and discussion in her study.

In Agustine's (2014) analysis, she uses the theory of semantic shift by Mujiyanto (2001). According to Mujiyanto(2001), a translation can be included into various types of language shift. The language shift can be found in the form and meaning of the sentence or word. He investigated the language shift in a translated novel by analyzing the dialogues in the novel. The result found that the language shift can be divided into several categories based on the words or sentence change by using linguistic perspective.

Based on the translation process between two different languages, translators may use their own expressions or languages as one of the strategies to convey the original messages in the source text (ST). However, some of the translated texts often create ambiguous meaning and also shift in the target text which may influence the plot of the story and the original messages. For instance, idiom can be seen as a group of cultural words that cannot translate literally in the target text since it will create ambiguous meaning if translated into the original meaning as the source language. The information of idiom and cultural words will be given further in the next chapter of idiom section. In addition, this problem also may influence the target readers' understanding in reading the story.

To explore the issues regarding the previous studies, this paper attempts to find out the semantic shifts used in the English-Indonesian translation of Tintin Comic Series: *The Adventure of Tintin, The Broken Ear*. It is assumed that *The Adventure of Tintin, The Broken Ear* can provide data of how the semantic shifts in both texts are constructed by using semantic shift categories which are proposed by Mujiyanto (2001). It also can provide the data of how the semantic shifts influence the translator in the process of translation and cultural differences in language of the source language and the target language.

Research Questions

This study focuses on the analysis of semantic shift in the English-Indonesian Tintin's comic series entitled *Adventure of Tintin, The Broken Ear*. The research questions are presented as follows:

1. What are the semantic shifts found in the English-Indonesian translated texts of Tintin's comic series?
2. What do the shifts signify?

Purpose of the Study

This study aims to discover the semantic shifts used in Tintin's comic series entitled *The Adventure of Tintin, The Broken Ear*, to discover the most frequent use of semantic shifts categories which appear in the translation process that used by the translator, to find out the reasons which may cause shifting on meaning in the translated text.

Scope of the Study

This study analyzes how semantic shifts are used and applied in Tintin's comic series entitled *The Adventure of Tintin: The Broken Ear* based on the text or the dialogue between the characters in the comic. Since the object of the study uses two different languages, the analysis focuses on the use of semantic shift done by the translators in both of the texts. In addition, this study attempts to discover the cultural differences in language of the source language and the target language based on cultural words that appear in the texts.

Significance of the Study

This study attempts to analyze the use of semantic shifts in English-Indonesian of Tintin's comic series entitled *The Adventures of Tintin, The Broken Ear* to give a contribution to critical analysis of translation study by using linguistic as a tool for the analysis, especially in term of semantic shift. In particular, the result of the analysis is expected to apply the theory of semantic shift in analyzing the data and discovering the reasons of the translator that cause shifting on meaning in the translated text as a conclusion.

Research Methodology

To answer the research questions, the method in this study uses descriptive-qualitative method. The reason of using descriptive-qualitative method is because it suitable for this study to discover and explore the issues in the analysis.

Data Collection

The comic series of Tintin entitled *The Adventures of Tintin, The Broken Ear* becomes the main object of the analysis in both English and Indonesian version. This comic is taken from Tintin's book volume 2 from sub volume 6 of Tintin's comic series in English version entitled *The Adventure of Tintin, The Broken Ear* while in the Indonesian version it is taken from Tintin sub volume 6 entitled *Petualangan Tintin: Si Kuping Belah*.

The semantic shift becomes the data that are collected in the study. The data are gathered by identifying both the texts and the conversations between the characters in the comic by adapting semantic shifts proposed by Mujiyanto (2001). Cultural differences in the target text's language can be found from the analysis of semantic shifts. The data are collected from the selected words based on the issues in semantic shift from both versions of the comic. Then, the selected words are identified and classified into types of semantic shifts. It is important to make back translation from the target language to be compared with the source language in this analysis. After that, the changes are examined by using types of semantic shifts. As the final step of the analysis, the differences between English-Indonesian translations can be found to get the reasons of how the semantic shift may influence the process of translation. In addition, cultural differences in language can be seen between English-Indonesian translations.

Data Analysis

The analysis of the data aims to find out the types of semantic shift in the comic in the translations. The collected data are analyzed and interpreted by implementing

Mujiyanto's (2001) perspectives on semantic shift in translated comic. Furthermore, Mujiyanto's theoretical perspectives are used as a tool in analyzing the data of how semantic shifts influence the translator in the process of translation and to explore cultural differences in English-Indonesian translations.

Clarification of Terms

There are several terms in this study which presented to avoid the misunderstanding regarding the contents of this study. Those terms are:

1. Translation

Some scholars have describe the term of translation as transferring and reproducing a new language from source language (SL) text into target language (TL) text. Newmark (1988) further states that rendering meaning can be said as a definition of translation. However, the content and the meaning of the translated text should not be changed even the language of the translated text has different.

2. Semantic Shift

Semantic is one of the terms from linguistic perspective. Generally, semantic deals with the study of meaning in the use of sentence and utterance (Huford, heasley, & Smith, 2007). Semantic shift means a shifting on meaning based on the text in the subject. Several aspects and categories in semantic shift has mentioned by Mujiyanto (2001), and from Crowley (1997).

3. SL, TL, and BT

According to Newmark (1988), SL, TL, and BT are the abbreviations referring to source language, target language, and back translation.

1.8. Organization of the Paper

This paper is composes in this following organization:

1. Abstract

This section functions as brief summary of the paper presenting brief information about the content that are elaborate further in the next sections.

2. Introduction

This chapter deals the information of background of the study in general, research questions, the purpose of the writer in writing the study, explaining the study's contribution in the significance of the study, scope of the study, brief information in the methodology of the analysis, terms clarification, and the organization of the paper as the last part in this chapter.

3. Literature Review

This chapter of the study provides the bases information of theories used for the study. It further describes the other researchers have found which are relate with the theories in the study.

4. Methodology

This part presents the futher information of the methods used in the study. It also adds the further details of research design, how the technique in analyzing the data, and how the data are collected

5. Findings and Discussion

This section provides the findings of the analysis and discussed to answer the research questions as the final step to explain the result of the analysis.

6. Conclusion

This last chapter of the paper presents the conclusion of the study as the result of the analysis from all of the chapters. In addition, there are suggestions for further studies of similar topic.