

CHAPTER I

INTRODUCTION

1.1 Research Background

Language is an important tool in communication. By using language, people can share their thoughts, ideas, opinions, and many more. There are many languages used by people in this world to communicate each other. In every group of society who uses a particular language, there are diverse cultures as well. The cultural values of a certain society can be expressed through the language that they use in everyday life. Thus, language and culture are two things that linked one another. House (2016) stated, “Language as primarily a social phenomenon, which is naturally and inextricably intertwined with culture” (p. 36). In other words, language can represent the culture of the members in a certain society and inform others about their culture. People can explore language and cultural differences from various parts of the world through many ways. One of the ways is through literary translation. Translation can be said as a communicative activity involving the transfer of information or knowledge across linguistic and cultural boundaries.

Translation is a process of transferring meaning of one language to another language in order that the meaning in the source language can be understood by the receptor in the target language. Newmark (1988) stated that “translation is rendering the meaning of a text into another language in the way that the author intended the text” (p. 5). However, translation is not only about rendering the meaning or linguistic transference but also a cultural exchange between the source language and target language. Therefore, translation can be used as a bridge in communication across culture. Translation can be described as intercultural communication in which the social practice is constructed in a certain context by certain agents to comprehend social categories and boundaries with reference to

the cultural context that envelope it (House, 2016, p. 37). In addition, through translation people can recognize language and cultural differences around them.

A translation problem would happen when there is a cultural gap or distance between the source language and the target language except there is a cultural overlap and appropriate descriptive-functional equivalent in TL text (Newmark, 1988, p. 94). However, there would always be cultural differences between the source language and the target language. Then, it is possible that translator finds a cultural term of the source language during the translating process. Translating a text consisting cultural terms can be a dilemma and challenge for a translator. The equivalence of some cultural terms from the source language may not exist in the target language. The source language words may express a concept which is unknown by the target language readers. The concept may be abstract or concrete related to religious belief, a social customs, or even type of foods (Baker, 1992, p. 21). Thus, the translator needs to apply appropriate strategy in translating them into the target language without losing the meaning or value of the source language.

Language is embedded in culture in which the meaning of any linguistic item can only be understood with reference to the cultural context that envelope it (House, 2016, p. 32). A cultural term that is found in the source language text can be translated by using domestication and foreignization strategies proposed by Venuti (1995). By the use of domestication and foreignization strategies, it can be described how a translator positions a translated text in the target language and in the textual environment of the target culture (as cited in Myskja, 2013, p. 3). Domestication is a strategy to make unfamiliar terms become intelligible by the target language reader and to reduce the foreignness of the source language text. Meanwhile, foreignization is a strategy to retain the foreign term as much as possible so that the target language readers can feel the original of the source language text. The translator can choose between the two of these strategies to be applied in translating cultural terms.

There are many Indonesian literary works which have been translated into many languages, especially in English in order to reach a wide range of reader and as a way to introduce the authors and their literary works abroad. One of the

examples is Pramoedya Ananta Toer's *Jejak Langkah*. There has been the English version of the novel in the title of *Footsteps*. The novel is the third volume of the novel tetralogy or also known as the *Buru Quartet*. The researcher selects this novel for this research because none of previous studies used this novel as the data source of the research regarding domestication and foreignization strategies. Besides, it contains more cultural terms regarding Indonesian culture. This historical fiction novel told about the colonial period in Indonesia and the main character, Minke, an indigenous child who got a lot of European education. He was a figure of an organization that opposed the Dutch East Indies government and also as a pioneer of the rise of the indigenous organizations in order to fight the cruelty and fraud of the Dutch government.

This study was done by identifying and classifying the categories of cultural terms found in the novel *Footsteps*, and also analyzing the cultural terms which are domesticated and foreignized by the translator. This study focused on the identification of cultural terms which are domesticated and foreignized in the novel and the effect of the translator's strategy on the translation result. There are also previous studies that had been conducted by some researchers regarding domestication and foreignization strategies. Lubis, Muchtar, Sinar, and Siregar (2014) investigated the application of domestication and foreignization strategies in translating the motivational book entitled *The 8th Habit* written by Stephen R. Covey into Bahasa Indonesia. Some selected phrases and clauses which contain cultural specific information about values, opinions, and behaviors in social context of particular society were analyzed by the researchers to find out the most frequently used strategy by the translator. However, the effect of the strategy used in this study to the translation result was not examined by the researchers. Thus, this study attempted to contribute to the existing studies on translation strategies which especially focus on identifying cultural terms and the strategies to translate them, and also the effect of the translator's strategy on the translation result, in this case the novel *Footsteps*.

1.2 Research Questions

1. What are the cultural terms found in the novel *Footsteps*?
2. What are the strategies used by the translator in translating the cultural terms in the novel *Footsteps*?
3. How does the translator's strategy affect the translation result?

1.3 Research Purposes

1. To identify the Indonesian cultural terms found in the novel *Footsteps*.
2. To identify translation strategy used by the translator in translating cultural terms in the novel *Footsteps*.
3. To understand the effect of the strategy used by the translator on the translation result.

1.4 Scope of the Research

In translation studies, there are many aspects that can be investigated such as translator's ideology and translator's voice. However, this research only focused on the translation strategies which are used by the translator to translate Indonesian cultural terms found in the novel *Footsteps* as proposed by Venuti (1995) and its effect on the translation result.

1.5 Significance of the Research

After conducting this research, the writer hopes this research could give contribution to enrich the understanding of domestication and foreignization strategies in translating cultural terms, especially in translating the cultural terms found in the novel *Footsteps* which related to Javanese culture.

1.6 Clarification of Key Terms

1. Translation: Translation is a process of transferring meaning of one language to another language in order that the meaning in the source language can be understood by the receptor in the target language.
2. Domestication: Domestication is an ethnocentric reduction of the foreign text to target-language cultural values, bringing the author back home.

3. Foreignization: Foreignization is an ethnodeviant pressure on those (cultural) values to register the linguistic and cultural difference of foreign text, sending the reader abroad.
4. Cultural terms: Cultural terms are words, phrases, or expressions used by a certain society to express something related to their culture. According to Newmark (1988), there are five categories of cultural terms: (1) ecology, (2) material culture, (3) social culture, (4) social organization, and (5) gestures and habits.

1.7 Organization of the Paper

Chapter I: Introduction

This chapter consists of background of this study, research questions, research purposes, scope of the study, research methodology, data collection, data analysis, as well as the organization of the paper.

Chapter II: Literature Review

This chapter contains some theories such as theory of cultural terms proposed by Newmark (1988), theory of domestication and foreignization strategies in translation proposed by Venuti (1995), Judickaite's (2009) the continuum of domestication and foreignization strategies in translation, and also other theories related to this study.

Chapter III: Research Methodology

This chapter contains methodological aspects of the study, discussing steps and procedures of this study.

Chapter IV: Findings and Discussion

This chapter contains the result of the study. This chapter also reports the research findings and discussion.

Chapter V: Conclusions and Suggestions

This chapter consists of the research conclusions and the suggestions for further research and future researcher.