CHAPTER I

INTRODUCTION

This chapter presents the nature of the research. In detail, this chapter consists of background of the research, research questions, aims of the research, limitation of the research, significance of the research, clarification of the key terms, and organization of the paper.

1.1 Background of the Research

The meaning of translating is transferring information from a source language into another language (Newmark, 1988). Regarding this, translation products need to have a connection with a source language (SL).Baker (1992, p. 241) states that coherence between a source language and a target language is a network of relations which organizes and creates text.

Nowadays, translation has an important role especially for people in Indonesia. This is owing to the fact that only little information is available in Bahasa Indonesia. That is, a great deal of information is mostly presented in foreign languages, particularly in English (Choliludin, 2005, p.1). In many places in Indonesia, one can find many text books, journals, news articles, movies, and advertisements are addressed in English. This situation may become a barrier for someone who wants to get information from English texts.

Based on thedescriptions above, translation plays a crucial role for people to get information which is written in English. Regarding this, Weber (1984, p.3) says that translation is the process of *transposition* of a text written in a source language into a target language, which in this case is from English into Indonesian. Further, translation products can help people who do not understand English to acquire the information from English texts.

In order to translate a text, a translator should examine kinds of text types that he or she is going to translate. In relation to this, it is put forward by

Newmark (1988) that there are 3 types of text (Newmark, 1988, p. 39). The types are follows:

a. The Expressive texts

The expressive texts are *literal* works e.g. lyrical poetry, short stories, novels, plays, autobiographies, essays, and personal correspondences.

b. The Informative texts

The types of informative text include textbooks, technical reports, articles, scientific papers, and agenda of a meeting.

c. The Vocative texts

The types of vocative text are notice, introduction, propaganda, publicity, and popular fiction.

Based on the explanation above, it is safe to say that Sony Ericsson Live with Walkman series startup guide belongs to the vocative text since the manual gives information to its users as to guide them in operating and using the gadget.

With regard to this, manual books, including gadget manual books should be translated well. That is to say, the meanings of the translation must be the same as the original version in order to avoid misunderstanding from the readers and the users. There will be many risks if manual books are not translated appropriately. Thus, good translation procedures and methods are very important in the process of translation. For example, damages on gadgets are probably caused by poor translation on the manual, meaning that the translation is not good. This can make the users cannot use their gadgets effectively.

Sony Ericsson Live with Walkman series startup guide is chosen as the subject for the current research. Moreover, the manual is analyzed in order to find out translation procedures used in the manual and to evaluate the quality of the translation of the manual considering that every manual should be translated in accordance with the procedures and methods that have been determined (Newmark, 1988).

1.2   Research Questions

The research is aimed to answer the following questions:

a. What kinds of translation procedures are used in translating Sony Ericsson Live with Walkman series Startup Guide from English – Indonesian?

b. How is the quality of English-Indonesian translation in the Sony Ericsson Live with Walkman series Startup Guide?

1.3 Aims of the Research

The research is aimed to find out:

a) The translation procedures used in translating Sony Ericsson Live with Walkman series Startup Guide from English - Indonesian.

b) The English–Indonesian translation quality of Sony Ericsson Live with Walkman series Startup Guide.

1.4 Limitation of the Research

The research discusses Sony Ericsson Live with Walkman series Startup Guide as a sample of a vocative text. The discussion of this paper is limited to analyze translation procedures used in translating Sony Ericsson Live with Walkman series Startup Guide and to judge the quality of the translation. The analysis is focused on translation procedures and it is based on theoretical frameworks suggested by Vinay &Darbelnet (2000) and Newmark (1988). In addition, the quality of the manual book is assessed based on some criteria from some theories proposed by several experts e.g. Larson (1984), Tytler (1907), Nida and Taber (1982), Tytler (1791, in Basnett, 2002), Massoud (1988, as cited in Abdellah, 2002); El Shafey (1985 in Abdellah, 2002).

1.5 Significance of the Research

There are three types of significances which the research addresses. The first aspect is theoretical significance, meaning that the present research is expected to enrich the findings of previous research. The second aspect is professional significance that is the current research is hoped to provide new inputs and ideas for professional translators in translating texts, especially in translating manual books. The last aspect is practical significance, meaning that

the present research has a function as practical guidance for translators and students of translation study to enhance their translation skills especially in choosing appropriate translation procedures.

1.6 Clarification of the Key Terms

To avoid misunderstanding in this chapter, the researcher has clarified the following terms:

1. Translation is the process of rendering a text from one language into another language; the rendering should be in accordance with the intention of the author (Newmark, 1988).
2. Analysis is the detailed research or examination of an object in order to understand more about the object (Hornby, 2005).
3. Procedure is a way of doing something, especially the usual or correct way to do it (Hornby, 2005).

1.7 Organization of the Paper

This paper is organized into five chapters as follows:

CHAPTER I: INTRODUCTION

This chapter presents background of the research, research questions, aims of the research, limitation of the research, significance of the research, and the clarification of the key terms.

CHAPTER II: THEORITICAL BACKGROUND

This chapter deals with theoretical frameworks related to the topic of the research.

CHAPTER III: RESEARCH METHODOLOGY

This chapter describes method of the research, techniques for collecting and analyzing the data.

CHAPTER IV: FINDINGS AND DISCUSSION

This chapter reports result of data analysis including findings and discussions of translation procedures found in the text, and finding and discussion of translation quality of the text.

CHAPTER V: CONCLUSION AND SUGGESTIONS

This chapter conveys conclusion and suggestions which are in accordance with the result of the research.