CHAPTER I

Introduction

1. Background

Translation, either from English-Indonesia or vice versa, has become an important aspect of life for Indonesian nowadays. Translated manual, such as manual for hand phone, are a kind of translation form that is needed by Indonesian people these days. A translator is needed in translating almost any kind of text including for translating a manual. Just like what Savory (1968:166) said that

> Thus there is introduced the need for translation, and incidentally for the employment of translator, in the world of commerce, industry and technology; and this opens a wide field of which leads directly to comparable needs and uses for translation in diplomatic, judicial, naval, and military circle.

There are many criteria mentioned by the experts about how a good translation is. Every expert and scholar has their own criteria, but the most comprehensive criteria of a good translation is mentioned by Newmark (1982:38) as he quoted from Savory who said that

1. A translation must give the words of the original;
2. A translation must give the idea of the original;
3. A translation should read like an original work;
4. A translation should read like a translation;
5. A translation should reflect the style of the original;
6. A translation should possess the style of the original;
7. A translation should read as a contemporary of the original;
8. A translation should read as a contemporary of the translation;
9. A translation may add to or omit from the original;
10. A translation may never add to or omit from the original;
11. A translation of verse should be in prose;
12. A translation of verse should be in verse.

Any kind of translation must follow at least one of the criteria mentioned above, including in translating an English-Indonesian text.

Many literary sources such as novel, article, short story, and manual which are originally written in English need to be translated into Bahasa Indonesia in order to be understood by the Indonesian people who do not understand English but eager to read and understand them.

Cellular phone, hand phone or mobile phone has been very popular for most of the Indonesian people nowadays. Hand phone can be found in almost every city, big or small, in Indonesia. Hand phone as a mean of communication can also be used and owned by almost anyone because of its easy-to-use function and its relatively low price. In regards to the phenomena, the need for translated version of English-Indonesian hand phone manual is desperately required, especially for the people who cannot understand English.

Like translating any other kind of translation, translating manual for hand phone is also a difficult task to do. Newmark (1985:5) stated that:

> Translation is rendering the meaning of the text into another language in the way that the author intended the text. Common sense tells us that this ought to be simple, as one ought to be able to say something well in one language as in another. On the other hand, you may see it as complicated, artificial and fraudulent, since by using another language you are pretending to be someone you are not.

So, in translating an English-Indonesian manual, a translator needs to have mastery both in English and in Bahasa Indonesia if h/she wants to be a good translator and also wants to make a good translation.

Beside of what I had mention above, before translating any kind of text, a translator will also need to examine what kind of text type that he or she is going to translate. Newmark (1988:39), based on Buhlers' theory, classifies text type as follows:

a. The expressive texts

The types of expressive text are literary works, authoritative statements, autobiography, essays and personal correspondence. The principal types of literary work are lyrical poetry, short stories, novel and plays. Whereas typical authoritative statements are political speech, document by minister or party leader, status or legal document, scientific, philosophical and academic work.

b. The informative text

The types of informative texts are textbooks, technical report, articles, scientific papers, theses, minutes or agenda of a meeting.

c. The vocative texts

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

From the explanation above, it was clear that the Nokia 6610 Owner's Guide (Nokia use the term 'Owner's Guide' instead of 'Manual') belongs to vocative text, since it is giving instructions to its reader how to operate the hand phone. So, the subject of this research is the Nokia 6610 Owner's Guide. It also has a form of text, which was a book to be precise

The Nokia 6610 Owner's Guide is taken for this research as a case study. That is to take the Nokia 6610 Owner's Guide as a sample of a translated vocative text.

2. The Significance of the Study

The results of the study were expected to give some positive impact to both the reader and the writer. The study was expected:

a. To give academic input as to which translation method and other translation procedures that might work well in order to make a good translation for translating vocative texts from English-Indonesian;

b. To provide an alternative English material for Practice of Translating subjects.

3. The Aim of the Study

The study was aimed at finding out:

a. The translation method used in translating the Nokia 6610 Owner's Guide from English-Indonesian;

b. The other translation procedures used in translating the Nokia 6610 Owner's Guide from English-Indonesian;

c. The English-Indonesian translation quality of the Nokia 6610 Owner's Guide.

4. The Statement of the Problem

The study is conducted to answer problems related to the translation theory. Here are the problems to be investigated in this study.

a. What translation method was used in translating the Nokia 6610 Owner's Guide from English-Indonesian?

b. What other kinds of translation procedures were used in translating the Nokia 6610 Owner's Guide from English-Indonesian?

c. How is the quality of English-Indonesian translation in the Nokia 6610 Owner's Guide?

5. Limitation of the Study

This study discussed the Nokia 6610 Owner's Guide as a sample of a vocative text. It covered the translation method and other translation procedures, which are used in translating the Nokia 6610 Owner's Guide that affected the quality of the translation. The Nokia 6610 Owner's Guide that is analysed in this research is created and published by the Nokia Indonesia, as a supplement and guidance for the owner of Nokia 6610 hand phone in using and operating the phone.

The reasons for choosing the Nokia 6610 Owner's Guide to be the subject of this research were:

1. Nokia is very popular in Indonesia and many Indonesians use it;[1]

2. Nokia hand phones are always equipped with a manual (for the Nokia 6610 hand phone, Nokia use the term Owner's Guide) as a supplement. Most of the manuals have a translated version in Indonesian, so does with the Nokia 6610 hand phone;

3. Although Nokia had released various kinds of hand phones which has it own manual for each series and releases (such as Nokia 6610, Nokia 3310, Nokia 6210 and etc) but since all of them are issued by the same source or company, that is Nokia, I consider that the Nokia 6610 Owner's Guide can be used as a representation of them.

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[1] Based in a survey conducted by www.indogolds.com on August 2003, the full result of the survey can be seen at http://www.indogolds.com/survey-hasil-1.htm

6. The Method and Research Procedures

a. Method of the Research

This research is using a qualitative method. Fraenkel and Wallen (1993:380) stated that

Research studies that investigate the quality of relationships, activities, situations, or materials are frequently referred as qualitative research.

The goal of qualitative research is systematically, factually and accurately describes or illustrates the facts, characteristics and relationships of the researched element.

This study was also a document analysis. According to Fraenkel and Wallen (1993:548) a document analysis is the process of inductively establishing a categorical system for organizing open-ended information.

b. Research procedures

The procedures of this research were by coding and categorizing. With the following practice:

i. Identifying all of the texts or passages in the Nokia 6610 Owner's Guide both in English and in Indonesian. That is to find out about the translation method and the other translation procedures that are used by the translator in the manual;

ii. Identifying the participants or the target population of the research survey. I invited 20 UPI English department non-education final years students who I consider to have enough knowledge in translation both in practical and theoretical senses.

I conducted a survey to find out about the translation quality of the manual;

iii. Data collection. The data is collected from two different sources. The first one is from a textual source such as from library research, textual analysis of the object of the research, the experts' opinion that is in written form and etc. The second one is from the participant that is collected by using a survey method. Questionnaires are used as an instrument for the survey method;

iv. Data analysis. The data that has been collected is analysed and interpreted. Most of the interpretations are in descriptive forms, though to support the description, I also used some tables and graphics in the simplest form to describe the result of the survey that I conducted;

v. Conclusion.

7. Organization of the Paper

This paper is organized into five chapters as follows:

Chapter I

Introduction, this chapter is presenting some issues and describing general description of the paper.

Chapter II

Review of Related Literature

Chapter III

Research Methodology

Chapter IV

The analysis and discussion of the data

Chapter V

Conclusion and Suggestion

Bibliography