

CHAPTER I

INTRODUCTION

This chapter presents the introductory part of the paper which covers background of the study, reason for choosing the topic, scope of the study, research question, aims of the study, research method, clarification of terms and organization of the paper.

1.1 Background

The diversity of languages has created translation. Today translation develops fast all over the world. Translation process is needed to transmit meaning, to deliver information and convey the message from one text in different language so that readers are able to understand the message of the source text without any difficulty of language factor. The function of translation has many significance for individuals, group of people, or even a country to access lots of information from other parts of the world. As a means of communication, translation is used for multilingual notices, which have appeared increasingly in public places. Newmark (1988) believes that translation is now used as much to transmit knowledge and to create understanding between groups and nations, as to transmit culture.

A good translation is translation that can be understood and successfully transmits the message from the source language to the target language. Perfect

translation is hardly possible, but a satisfactory translation is always possible. A good translator should know some essential starting points before conducting a translation process, such as the author, the aim of the text, the readership, and the standard to be used (Newmark, 1988:6).

Larson (1984:3) defines translation as a way to change a text from one form to another. The existence of translation is clearly seen from the various translated books and documents that have spread out in many countries, including Indonesia. The example of translation products are novel, short story, poem, article, legal document, etc.

A translation activity is not only to transfer a text from one language to another, but also re-express the message from the source language to the target language through some strategies based on the target text function in the society.

Newmark (1988: 54) puts forward the general properties of a text that have often been described. Those are tone, the intention of the text, translator's intention, the type of text, the quality of writing, the permanent features of the writer's dialect, sociolect, period, sex, age, etc, the situation related to the readership, the level of formality, generally or technically, and the emotional tone, the register and pragmatic features. We can see that level of formality takes part in this text general properties. Thus, in translating SL, level of formality should be noted.

Based on Spolsky (2003: 4), language styles are varieties of language used by an individual and are appropriate to a level of formality. The level of formality is

governed by circumstances. Language variation is divided into five styles: frozen, formal, consultative, casual, and intimate.

In this study, the writer has analyzed one of translation products which took Tasdik's *Cinta Bersemi di Muaraberes* ('Love Blooms in Muaraberes') as the data source. This study conducts an analysis on language style in dialogue scope of Sundanese - English translation. This study is qualitative in nature; thus, it is going to describe some phenomena from the analytical process. Theory of language style (degree of formality) as stated by Martin Joos (1967) will be used as a tool in analyzing the data. Meanwhile the data will be obtained from dialogue texts entitled '*Cinta Bersemi di Muaraberes*' ('Love Blooms in Muaraberes') a folktale by Rohmat Tasdik.

1.2 Reason for Choosing the Topic

The writer is interested in investigating dialogue text translation. Because dialogue is seen as an act of communication, it cannot be separated from the context which is uttered. Dialogue scripts are also full of various language styles.

Since the data source type is conducted in dialogue selection, it contains many languages styles.

In this case, the writer uses a novel as the data source of this study. The book is Tasdik's novel published in Indonesia entitled '*Cinta Bersemi di Muaraberes*' ('Love Blooms in Muaraberes'). The novel was translated into English by Soleh Affandi. This translation was also supported by Frances B. Affandy (from Bandung

Society for Heritage Conservation), Kathy Foley (The University of California Santa Cruz), and Andrew N. Weintraub (Pittsburgh University).

1.3 The Scope of the Study

The writer limits the study on the analysis of the language styles in the Indonesian - English translation of *Cinta Bersemi di Muaraberes* ('Love Blooms in Muaraberes') novel by Rohmat Tasdik. The language styles encompass frozen, formal, consultative, casual, and intimate. The analysis of the language style is conducted at the level of dialogues of all characters.

1.4 Research Question

The issue to be discussed in this paper will be summarized in the following research questions:

1. What language styles translation are found in dialogues in the translation of *Cinta Bersemi di Muaraberes*?
2. What translation procedures are employed in dialogues in the translation of *Cinta Bersemi di Muaraberes*?

1.5 Aims of the Study

Given the research question, this research paper is aimed at the following matters:

1. Finding out the language styles applied in the text;
2. Finding out the translation procedures used by the translator;

3. Enriching writer's knowledge about language style

1.6 Research Method

The method of this research is the qualitative method. According to Fraenkel and Wallen (1983), the aim of qualitative study is "to investigate the quality of relationship, activities, situation, or materials". Considering the subject of this study, the writer assumes that qualitative method is appropriate to be applied in this research because the writer attempts to explore, to analyze, and to describe the language styles that are used in the novel mentioned above.

1.6.1 Data Collection Steps

There are some steps in collecting the data required for this analysis, such as:

- a. Selecting the source of data to be analyzed.
- b. Reading the data in both the original and its translation.
- c. Finding certain phenomena based on the data resource.
- d. Gathering theories to support the data analysis either from books, journals, or articles.
- e. Identifying the data based on the focus study.
- f. Gathering all the dialogues.

1.7 Data Analysis

To find out theories and concepts related to the research, the data are organized to prove something meaningful. Focusing on the style features in the translation text, the research is qualitative in nature. So, the organization and analysis of the data are done in descriptive analysis technique by describing, clarifying and analyzing the data resource. Here are some stages in analyzing the data:

- a. Observing the data
- b. Analyzing the data
- c. Classifying the data
- d. Interpreting and concluding the analysis

1.8 Clarification of Terms

There are some terms the writer used in this research report, such as:

Translation is:

1. the process in changing something into different form (Oxford Dictionary).
2. a process of rendering the message from source language into target language in the way the author intended the text (Newmark, 1988: 5).

Style is

1. variety of language used by an individual appropriate to a level of formality (Spolsky, 2003: 4).
2. way of communicating according to the relationship between writer and reader or speaker and listener (Joos, 1967).

Language style is the level of formality or the choice of using language whether to speak very formally or very informally, governed by circumstance factors: the kind of occasion; the various social, age, and other differences that exist between the participants; the particular task that is involved, e.g., writing or speaking; the emotional involvement of one or more of the participants; and so on (Wardhaugh, 1986: 48).

1.9 Organization of the Paper

This research paper is presented in five chapters in which the general description of each chapter is elaborated as follows:

CHAPTER I: INTRODUCTION

This chapter provides background of the study, problem of statement, scope of the study, aims of the study, research method, clarification of terms, and organization of the paper.

CHAPTER II: THEORETICAL FOUNDATION

This chapter consists of theoretical foundation relevant to the study which covers translation and language style theories.

CHAPTER III: RESEARCH METHOD

This chapter explains the procedures and stages in conducting the research employed by the writer in this paper, of which will be presented as some points as follow: formulation of problem, the research design, the subject of the research,

description on the procedures of data collection, brief description about the data analysis and interpretation.

CHAPTER IV: FINDINGS AND DISCUSSIONS

This chapter describes the data collection, the analysis and interpretation about the findings.

CHAPTER V: CONCLUSIONS & SUGGESTIONS

This chapter comprises conclusions and suggestions toward the study. The research expects to contribute a beneficial result for English language learners and trainee translators in translating English text into Bahasa Indonesia.

