

CHAPTER I

INTRODUCTION

This chapter contains the nature of the study: the background of the study, scope of the study, the research questions, the aims of the research, research procedure, the significance of the study, the clarification of the key terms and the organization of the paper.

1.1 Background

Generally, English is well known as the second language, it means English is international language which is used by global world. Some information and knowledge that come from any kinds of sources in this entire world use English such as textbook, manual, television, even advertisement in the internet. However, some people face the problem in this language because they are unable to speak and understand the language. Thus, translation not only becomes very important in people daily life but also it can be the key for solving the problem above.

Translation is a useful tool for people who can't speak and understand English. People need the translation to help them understand a foreign language, in this case English. Translation helps people in understanding English texts that they find in daily life. By the translation, people will not only understand the meaning of the source texts well but also they can catch the point from those texts easily.

Therefore, people should know what the definition of the translation is? According to Newmark (1988, p. 5) the definition of translation is “rendering the meaning of a text into another language in the way that the author intended the text”. On the other hand, based on Wilhelm K. Weber (1984, p. 3) translation is “the transposition of a text written in a source language (SL) into a target language (TL)”.

Someone who conveys the message from source language (SL) into target language (TL) is usually called translator. However, in translating a text for example English text transferred into Indonesian, the translator should have knowledge about how to translate well because the message of source language should be transferred accurately and naturally. Wilhelm K. Weber (1984) argued that:

The translated version must be absolutely accurate in meaning, contain all nuances of the original, and must be written in clear, elegant language that can be easily understood by the reader. In addition, the translator also must be exceptionally creative in their native language in order to be able to convey the message contained in the original text in the most accurate and understandable, yet, elegant, way possible (p. 3).

Hence, the translator should be careful in translating a text because the meaning of source language can't be lost when the translator transfers it to target language.

The translator also has to know what kind of the text types that will be translated. Newmark (1988, p. 39) states that the text-types are divided into three categories such as (1) Expressive text-types are: serious imaginative statements literature (lyrical poetry, short stories, novels and plays), authoritative statements (political speeches, documents, etc), autobiography, essays and personal

correspondence. (2) Informative text-types are: a textbook, a technical report, an article in a newspaper or a periodical, a scientific paper, a thesis, minutes or agenda of a meeting. (3) Vocative text-types are: instructions, publicity, propaganda, persuasive writing (request, cases, and theses) and possibly popular fiction, whose purpose is to sell the book the reader.

Regarding the explanation above, it is obvious that *Marketing Management 13th Edition* textbook belongs to informative texts, since typical informative texts are concerned with any topic of knowledge. The content of the book is giving explanation to its reader about marketing theory. The researcher has chosen the book *Marketing Management 13th Edition* (2009) written by Philip Kotler with Kevin Lane Keller which has been translated by Bob Sabran MM into Indonesian and its translation right has been legitimized in April 30, 2008, as the object of the study because of three considerations: first, *Marketing Management 13th Edition* textbook is one of international best seller book. Second, the book was created by Kotler with Keller. Kotler itself is a prominent author of marketing book in the world. He has produced a lot of marketing books such as *Marketing Models*, *Marketing Professional Services*, *Strategic Marketing for Educational Institutions*, *The Marketing of Nation*, *Marketing Management*, etc. Third, based on *Marketing Management 13th Edition* textbook, the book has been translated into 26 languages such as Indonesian, French, Spanish, Chinese, Japanese, Korean, Arabian, Turk, Malay, Dutch etc. It indicated that the book is not only very popular among Indonesian readers but also in other country readers.

Metha Dwi Intan Suteja, 2012

Translation Procedures Of Marketing Terms In The Texbook Entitled "Marketing Management 13th Edition " By Philip Kotler With Kevin Lane Keller
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The research focused on analyzing translation procedures of marketing terms and how is the quality of marketing terms. Different from translation methods, translation procedures are used to translate the shorter items such as phrase, terms or simple sentences. Meanwhile, translation methods are used to translate longer items such as paragraphs or texts as a whole.

Translating marketing terms is not easy because it needs more effort and consideration of the terms to avoid inappropriateness. In this case, the source language (SL) is English and the target language (TL) is Indonesian, so the problem is whether the point of the information from English could be appropriately rendered into Indonesian or not and which procedure was used by the translator to translate the source language (SL) into target language (TL). For those reasons, this research is important in decreasing inappropriate rendering or misinterpretation in translating marketing terms.

1.2 The Research Questions

This study was conducted to answer the following questions:

1. What marketing terms in noun phrases form are found in the textbook “*Marketing Management 13th Edition*” by Philip Kotler with Kevin Lane Keller?
2. What translation procedures are used by the translator to translate the marketing terms in noun phrase?
3. How is the translation quality of marketing terms in noun phrase found in the textbook entitled “*Marketing Management 13th Edition*”?

1.3 The Aims of the Study

The aims of this study are:

1. To find out the marketing terms in noun phrases form found in the textbook,
2. To find out the translation procedures used by the translator in translating marketing terms in noun phrase found in the textbook entitled "*Marketing Management 13th Edition*".
3. To find out the translations quality of marketing terms in noun phrase found in the textbook entitled "*Marketing Management 13th Edition*".

1.4 The Scope of The Study

The scope of this study is limited to translation procedures of certain marketing terms and the translation quality of marketing terms used in translating the textbook entitled *Marketing Management 13th Edition* written by Philip Kotler with Kevin Lane Keller and its Indonesian version translated by Bob Sabran MM.

1.5 Research Methods

The present study employs descriptive method with qualitative approach as a framework of the study. Qualitative research is employed in collecting, analyzing, and interpreting the data by observing what people do and say (Fraenkel & Wallen 1990, p. 380). The issue in the present study investigates the marketing terms in noun phrases form in the textbook "*Marketing Management 13th Edition*".

1.6 The Significance of the Study

This study is expected to get more information about translation procedures of marketing terms in the textbook “*Marketing Management 13th Edition*”. This study hopefully will bring benefit to:

1. Those who are interested in this object, especially, English language student.
2. Those who want to broaden their knowledge about marketing terms.
3. Those who want to master marketing terms and to be more creative in translating terms especially marketing terms without changing the meaning.
4. Those who want to learn and use marketing terms both in speaking and writing.
5. Those who want to be a good translator in translating a certain types of text, particularly about the translation of marketing terms.
6. Those who want to carry out further research in the same field.

1.7 Clarification of Terms

In order to avoid misinterpretation of the terms used in this research, the following definitions are used:

a. Translation

“Rendering the meaning of a text into another language in the way that the author intended the text” (Newmark, 1988, p. 5).

b. Translation Procedure

“One of the strategies in the translation process that relates to or is used for sentences and smaller units of language within a text” (Newmark, 1988, p. 81).

c. Term

“A word or phrase used as the name of something, especially one connected with a particular subject or used in particular type of language” (Hornby, 1998, p. 428).

d. Marketing

“The systematic planning, implementation and control of a mix of business activities intended to bring together buyers and sellers for the mutually advantageous exchange or transfer of products” (Hart and Stapleton, 1995, p. 127).

e. Marketing Term

“Word or phrase usually or specially used in marketing field” (Hart and Stapleton, 1995, p. 128).

1.8 Organization of the Paper

Chapter I Introduction

This chapter contains the background of the study, scope of the study, the research questions, the aims of the research, research procedure, the significance of the study, the clarification of the key terms and the organization of the paper.

Chapter II Theoretical Foundation

This chapter consists of theoretical foundation that provides a basis for conducting the research problem.

Chapter III Research Methodology

This chapter contains methodological of the research that discusses the step and procedures of the research

Chapter IV Findings and Discussion

This chapter contains the result of the study. It reports the research data presentation and analysis.

Chapter V Conclusions and Suggestions

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