

CHAPTER I

INTRODUCTION

This introductory chapter of the paper presents the background of the study, reasons for choosing the topic, scope of the study, research questions, and the aims of the study. It also covers the brief overview of the significance of the study, the definition of some special terms and an outline of organization of the paper.

1.1 Background of the Study

Translation is a process of transferring meaning, message, or idea from one language (source language) into another language (target language). According to Newmark (1988:5), translation is rendering the meaning of a text in source language into another language in the way that the author intends to. It means that, when a text is translated from the source language into the target language, the meaning must be held constant.

A text is not simply translated since there are some important matters such as grammatical and cultural aspects that need to be considered: the Source Language (SL), Target Language (TL), and the subject matter (Baker, 1992). In this case, the translator should be able to play his/her important role as a bilingual or multilingual cross-cultural transmitter in transmitting culture or other information to the readership.

Culture has been called as the way of life. Its manifestation is very special for a community that uses certain language as the way of expression (Newmark,

1988:94). Language and culture, then, may thus be seen as being closely related. Both aspects must be considered in translation.

In relation to translation and culture, sometimes the translators found out a number of texts that were culture-bound. The translator often finds some kinds of words or phrases which refer to a specific language or terminology, which is to say 'cultural words' (Newmark, 1988). Although we can easily detect most cultural words, it cannot be literally translated because each country in the world has its own cultural words which are different from one to another (Larson, 1984). Regarding this, Baker (1992:21) says that the SL word may express a concept which is totally unknown in the target culture. It may be a religious belief, a social custom, or even a type of food. That is to say, a translator often meets difficulty in finding the equivalent words or terms in the TL, which only exist in one culture.

Therefore, the translator should be able to select an appropriate translation procedure that can overcome such problem. The use of an appropriate translation procedure eventually affects the final product of translation result (Larson, 1984:163). Apart from that, it can help the reader to understand the message or information that the author is trying to convey better.

Based on the aforementioned explanation, it is interesting to investigate the cultural words through this study, especially Indonesian cultural words that were found in "Not Only Nasi Goreng" by Suryatini N. Ganie, an Indonesian gastronomy expert and how those cultural words are translated into English.

1.2 Reasons for Choosing the Topic

There are two underlying reasons for the writer to choose this topic, in analyzing the cultural words of the translated recipe book entitled "Not Only Nasi Goreng"

by Suryatini N. Ganie. First, the recipe book contains a great quantity of cultural words. Another reason is that the study of cultural word is still rarely found in English Department of Indonesia University of Education, and therefore this study is worth doing. Thus, this research is expected to give further knowledge about specific terminology related to culture and how they should be translated.

1.3 The Scope of the Study

This study focuses on analyzing the cultural words translation in the recipe book “Not Only Nasi Goreng” written by Suryatini N. Ganie. The study analyzes types of cultural word and investigates the translation procedures in translating Indonesian cultural words and whether the translation is accurate or not.

1.4 Research Questions

This research attempts to address the following research questions:

1. What kinds of cultural words are commonly found and translated in Suryatini N. Ganie’s recipe book entitled “Not Only Nasi Goreng”?
2. What procedures of translation are used by the translator in Suryatini N. Ganie’s recipe book entitled “Not Only Nasi Goreng”?

1.5 Aims of the Study

Aims of this study are:

1. To find out the kinds of cultural words found in Suryatini N. Ganie’s recipe book entitled “Not Only Nasi Goreng”
2. To figure out the procedures of translation in translating cultural words in the Suryatini N. Ganie’s recipe book entitled “Not Only Nasi Goreng”.

1.6 The Significance of the Study

The results of the research are expected to give some positive impacts both to the reader and the writer about cultural issues that might be encountered in translation. The results are expected:

1. To give contribution and valuable information to the development of translation theories.
2. To provide an alternative material in practicing cultural word translation.
3. To give a practical guidance in producing a good cultural word translation.

1.7 Clarification of the Terms

To keep away from the possibility of misunderstanding the investigated problem, the writer clarified the term used in this research:

1. “Analysis is an examination of a thing to determine its parts or elements”.
(The Merriam Webster Dictionary, 2004)
2. “Translation is transferring the meaning of the source language (SL) into the Target Language (TL) in the way that author intended in the text”. (Newmark, 1988)
3. “Cultural word is a word that is associated with a particular language”.
(Newmark, 1988:95):
4. “A recipe is a set of instruction used for preparing and producing a certain food, dish, or drink.

(<http://whatscookingamerica.net/information/WhatIsARecipe.htm>)
5. “Gastronomy is the study of the relationship between culture and food
(wikipedia).

1.8 Organization of the Paper

The organization of the paper is presented into five chapters, as follows:

Chapter I: Introduction. This chapter contains background of the study, reasons for choosing the topic, the scope of the study, research questions, aims of the study, the significance of the study, the clarifications of the key terms, and organization of the paper.

Chapter II: Theoretical Foundation. This chapter provides the theories that are relevant to the study. It describes the theories about translation and cultural words.

Chapter III: Research Methodology. This chapter points out the research methodology and procedures used in this study. It comprises the research method, and techniques in analyzing data.

Chapter IV: Data Presentation and Discussions. This chapter contains the result of the study that comprises findings followed by the discussions of the data.

Chapter V: Conclusions and Suggestions. In this last chapter, the conclusion will be drawn and the suggestions will be put forward by the writer.