CHAPTER I

INTRODUCTION

Basically, this chapter describes a brief introduction to the area of the research which includes background of the research, scope of the research, statement of problem, purposes of study, significance of research, research methods, clarification of terms and organization of paper.

1.1 Background

In this globalization era with the development of life, English is needed by many people universally. Many people of different countries, for example, always need to understand English. It is because they have to communicate each other by using English orally or in written form.

For the students of different grades, English is also needed for understanding their material books written in English. In this case, the students need to understand and comprehend the language.

Besides, for many people of different institutions, English is also needed for supporting the development of their necessity. English is an important thing to support and improve their success in their life.

Looking at the conditions above, there are some people in Indonesia especially English students who think about the importance of translating as an opportunity to be successful. Then most of them make translation as their side job.

Unfortunately not only translation experts who do this job but also many amateurs do it, too. On the other hand, there are many people who do this job by using translating tools without looking at the naturalness and the way of the translate tool in translating the text. They do not also see whether the translation tool is right or wrong in translating the text. Whereas, Newmark (1988) states that translating process as a profession has to be seen as a collaborative process. The collaboration includes translators, revisers, terminologists, often writers and clients. So, looking at his opinion we can see that translation is not an easy way to do.

Looking at Said's opinion (1994) cited by Hartono (2003), he said that there is still no organized department of translation in Indonesia and half of the result of translation is still produced by an individual and amateur result text. As consequence, the satisfaction of translators' translated text of Indonesian probably has not been reached. Whereas, looking at the position of translation in this era is very essential.

Some people generally know what translating is. But they probably do not know about the way to make a good translated text. On the other hand, some people probably can be a translator, but if they want to be a good translator they have to look at the other things which will be needed to make the translated text more understandable for the other people who may need their translated text.

Becoming a good translator is not an easy way to do. There are some aspects and principles to be considered in translating the text. The translator not only has to fulfill the satisfaction of the reader but also the satisfaction of clients.

Some people probably can be a translator, either they have learned about translation or not as long as they can fulfill those things.

According to Newmark (1988: 6), a translator works on four levels. The first level is translation as "*the first a science*". In this level, the translator must have a wide knowledge for example about fact which happens and the language used by the author so that the mistake can be prevented.

The second level is translation as "*a skill*". In this case, the skill of the translator about the proper language and acceptable usage is an essential thing in this level.

The third level is translation as "*an art*". This can be meant that the translator has to be creative and using his/her intuition in translating process. Then, the fourth level is translation is *"a matter of taste"*. In this level the translator uses his/her argument and preference in translating process. So the variety of translation skill of each translator can be different.

On the other hand, Bell (1991: 36) explained that it is must for the translator, as a communicator, to possess her/his knowledge and skills that are common to all communicators (this much by definition) but, and this is the issue in two languages (at least). Bell also added that the translator's knowledge base has been suggested in the following terms:

> ... the professional (technical) translator has access to five distinct kinds of knowledge; target language (TL) knowledge; text-type knowledge; source language (SL) knowledge; subject area ('real world') knowledge; and contrastive knowledge. (Bell, 1991: 36)

In addition Dolet (1997) as cited in Munday (2001: 26), set out five principles of a translator. Three of the principles are:

1. **The translator must perfectly understand the sense and material of the original author, although he should feel free to clarify obscurities**.

   This is important thing to do because the quality of translator's sense and material of the original author may determine whether or not the message of the author can be sent to the readers.

2. **Translator should have a perfect knowledge of both SL and TL, so as not to lessen the majesty of the language.**

   The perfect knowledge of SL and TL of translator can make the readers understand the translating text and the message of the original author more easily.

3. **The translator should avoid word-for-word renderings**.

   The word-for word renderings may cause the translated texts is felt and read unnatural by the readers.

Good translators must know about everything which may be faced on the text that will be translated. They have to know about the idioms or particular words which probably exist in the text, they also have to be familiar with the area of the text.

Good translators also have to know how to make the translated text more understandable to their readers or clients. They have to look at the naturalness of their translated text, the willingness of the readers so that they can avoid the

readers' disappointment, and they have to make the text easy to understand by the readers. From the explanation above we clearly know that good translation should have a great knowledge and look at the large view before translating the text.

Good translators actually should have a good knowledge of the language from which he is translating and an equally excellent knowledge of the language into which he is translating. They have to comprehend and know about the area of knowledge that might be seen on the text that will be translated.

In addition, Tytler (1797) as cited in Munday (2001) identifies a 'good translation' in TL-reader-oriented terms as follows:

> That in which the merit of the original work is so completely transfused into another language as to be as distinctly apprehended, and as strongly felt, by a native of the country to which that language belongs as it is by those who speak the language of the original work. (Tytler 1797: 14)

Furthermore, Tytler (1797: 15) as cited in Munday (2001) has three general '*laws*' or '*rules*':

1. The translation should give a complete transcript of the ideas of the original work.
2. The style and manner of writing should be of the same character with that of the original.
3. The translation should have all the ease of the original composition.

<div align="right">Tytler (1797: 15) as cited in Munday (2001)</div>

In this research, the writer considers that management students usually face the new words and know about many specific terms of their area of study; the participants probably will understand more about their subject and some specific terms of management case. On the other hand, English students particularly

7[th]grades have learned about translation. Basically they actually have been familiar with English language. Thus, the writer wants to explore groups of students from different backgrounds in using English and translating process.

1.2 Scope of the Study

The research focuses on finding the methods used by two groups of participants in translating the texts, whether they are using similar or different methods.

The research is also aimed at comparing the problems faced by both groups in translating the text. Then the study will show the difference of their methods and compare the result text of both groups.

Furthermore the research also investigates the words in which the meanings are difficult to understand by the participants.

1.3 Research Question

In this study, there are three questions that the writer wants to find out in writing this paper. The questions are:

1. What are the translation methods that the participants used?

2. What are the difficulties that the participants faced in translating the text of management case?

3. Whose text will be more acceptable by readers and closer to the meaning of original text?

1.4 Purposes of Study

This research is aimed at seeking a description of the different method of two students of different knowledge background. Furthermore these are the description of research purposes:

1. To identify the methods used by these participants.

2. To find out the difficulties faced by the participants in translating the texts.

3. To compare the translated text which have been done by two groups of participants.

1.5 Significance of the Study

This study is expected to be a reference for students especially English students, who are interested in translation research concerning the affect and importance of result text of translation. Looking at the position of this case, students of English department and those who make translating become their job must consider the involved things that they have to consider in translating the text so that the satisfaction of their translation will be reached.

This study is also expected to be a recommendation for the students because this study compares three translated texts which are done by two groups of participants from different departments who have their special skills in each their parts. Hopefully, if the study provides information of the translation, the interested people especially English students will find and know, and then apply the most proper ways in translating texts so that their translating ability will be

improved. Furthermore, hopefully the quality and satisfaction of translation in Indonesia will be reached.

1.6 Research Methods

In this research, the writer used descriptive qualitative method. Descriptive method is the method used for describing the character, fact, problem, situation and issues in the text. Keegan (2009: 9) states that the qualitative research is concerned with understanding relationship (why and how) and the resulting data of qualitative research are obtained from the audio tapes, videos, notes, drawing, etc.

Hertz and Imber (1995) as quoted by Hughes (2003: 67) also affirm that qualitative research is used to look deeply into social patterns and understand the concepts, behaviors, and perceptions of all informants

Looking at the process, the data of this study were gained through several ways for example comparing two groups of participants' translated texts and words, questionnaire by asking several people from different faculties or places, and interview.

1.7 The Data Sources

The source of the data used in this study is the translation entitled "*Management Accounting*" written by ICWAI (Institute of Cost and Works Accountants of India), "*Full Cost Accounting*" written by Noellette Conway,

"*Manajemen Proyek dari Konseptual Sampai Operasional*" written by Soeharto, and "*Risk Management*" written by Crouhy et al.

It is chosen because it contains many words which are related to management case study.

1.8 Procedure of the Research

The result of the study is reached through different procedures. This study basically will be carried out the following procedures:

1) Data Collection

The data that have been taken in this research are qualitative data; hence the description of data was carried out by interpreting its subject matter (Denzin and Lincoln in Neegard and UlhØi: 2007).

The data are gathered through the result of translating a collection of management text and words in English language, and a collection of management words in Indonesian language worked by the participants. The data are also gathered through two kinds of questionnaires in which the first questionnaire for those participants and the other questionnaire for some readers to compare the satisfaction of the readers looking at the translated texts.

The data are also gathered through an interview to identify the difficulties faced by the participants. In this part, the researcher gives some questions to the participants about their difficulties in translating process.

2) Data Analysis

According to Brown and Dowling (1998: 80) as cited in Taylor et al. (2006: 44), it is stated that data analysis is the stage in which the greatest anxiety and at least likely stage made to be explicit.

After collecting the data, the researcher analyzes data as the followings:

1. Questionnaire

There are some ways in gathering data. Firstly, the way of the participants in translating text will be analyzed by looking at the result of translation method test.

Secondly, the difficulties of the participants will be analyzed by looking at the interview result. Then the participants' translation methods will be identified after looking at their result texts.

Finally, the participants' translated texts will be analyzed by asking some readers to fill the questionnaire. It is chosen because it can help the researcher to compare and identify whether their translated texts are acceptable (understandable) or not by using accuracy, naturalness and clarity tests. This also can help the researcher to identify the satisfaction of readers or clients.

2. Interview

   a. Asking the participants about the difficulties in translating the texts.

   b. Combining the data analyzed through both groups' questionnaire and interview which then lead to the findings and discussion.

1.9 Organization of Paper

The writer organizes this research paper in order to make the readers easily understand the research paper. The following shows the content covered in this research paper. This paper will be presented into five chapters, as follow:

Chapter I: Introduction

In this chapter, the writer describes the background of the study, scope of the research, statements of the problem, aims of the research, significance of the research, research methods, the data sources, procedures of the research, and organization of paper.

Chapter II: Literature Review

This chapter mainly discusses concepts, theories and literatures related to the research. Firstly, it begins with a discussion of the translation theory principle of translation, theory of naturalness level, and translation categories.

Chapter III: Research Methodology

This chapter describes the procedures of the research in order to figure out the answer of the question previously stated in chapter one. It also describes the steps and procedure of the research, the instrument of the research, and the reason for choosing its procedure. The approach in this research used is descriptive method.

Chapter IV: Research Finding and Discussion

In this chapter, the writer elaborates and interprets the research findings based on collected data. This chapter will cover the data collected, data analysis, and the interpretation of findings from the study.

Chapter V: Conclusion and Suggestions

In this last chapter, the writer gives implication and conclusion of the research. The writer also gives some suggestion as contribution for English department students and for the further research.