CHAPTER I

INTRODUCTION

This chapter contains the background of the study, the reasons for choosing the topic, research questions, the aims of the research methodology and procedure, the clarification of the key terms, the organization of the paper and conclusion of chapter one.

1.1 Background

Many people think that translating a text is complicated because the translator should understand the aspect related to the translation process of a text, such as a background of a text or its cultural aspects. The goal of every translator is to communicate with the receptor audience. She or he must bring the meaning from one language into another by transferring the Source Language (SL) into Target Language (TL). According to Larson (1984, p.3), "translation consists of transferring the meaning of the source language into receptor language."

From the statement above, we can see that translation is an activity dealing with language. Language is a means of communication among people in daily life. Through communication people actually do things; ask question, request help, apologize, give information, etc.

Ari Fajria Novari, 2012
Forignization in Cultural Words Translation of John Boyne's Book *the Boy in the Striped Pyjamas*
Universitas Pendidikan Indonesia **|** repository.upi.edu

1

To understand and get the message from the people who speak in English, its language has to be translated into the target language. Translation can be defined as one type of communication tools that connect two or more different languages. Baker (2010, p.1) said that "translation studies has come of age". It means that we are now in a position to move safely and confidently not only beyond dichotomies and taxonomies, but also beyond the foundational history, and defending our disciplinary agendas. Newmark (1988, p. 5) states that "translation is rendering the meaning of a text into another language in the way that the author intended the text". This explanation is supported by Catford (1965, p. 21), who said that "translation is replacement of textual material in one language (Source Language) by equivalent material in another language (Target Language)".

The explanation above means that when a text is translated from one language (Source Language) to another (Target Language) the meaning must be the same. A text is not simply translated; there are some important matters that need to be considered. Here, a translator is needed to transfer the information as clear as possible from source language to target language without any reduction. The translator should have good knowledge of both the source language and target language. In addition, the important role of the translator is to transfer the message without reducing its meaning. By translating a text from source language to target language people who can not understand the source language can easily understand the text and they can also catch the meaning faster.

Ari Fajria Novari, 2012
Forignization in Cultural Words Translation of John Boyne's Book *the Boy in the Striped Pyjamas*
Universitas Pendidikan Indonesia **|** repository.upi.edu   2

There are many texts which have been translated from English to Indonesian or vice versa. For example, science text, religious text, literary text, etc. The most popular kind of literary work that has been translated is novel. In recent years, it has been found that many best-selling English novels written by famous author are translated to Indonesian, such as *Harry Potter, Lord of the Rings, the Devil Wears Prada, Twilight*, etc. In translating a novel there are some aspects that should be noticed by a translator. They are grammatical and cultural aspects contained in the novel.

Newmark (1988, p. 95) asserts that "cultural word with a particular language and can not be literally translated." Cultural word is a word that only exists in a particular language. Newmark (1988, p. 94-103) categorizes cultural words into Ecology, material culture, social culture; organizations customs, activities, concepts; gestures and habits. It is supported by Baker (1992, p. 21) who said that "SL word express a concept which is totally unknown in the TL culture." It may be abstract or concrete and relates to religious, belief, social custom, or even type of foods.

In the process of translating the terms, a translator needs some procedures of translation to render meaning in SL into TL properly. Newmark (1988) proposed some procedures of translation, such as transference, naturalization, transposition, cultural equivalent, componential, through-translation, literal, notes, addition, glosses, couplet, reduction, and paraphrase. These procedures have to be mastered by a translator. This helps a translator to translate particular non-equivalent words of target culture. There is a number of works dealing with the analysis of cultural

Ari Fajria Novari, 2012
Forignization in Cultural Words Translation of John Boyne's Book *the Boy in the Striped Pyjamas*
Universitas Pendidikan Indonesia **|** repository.upi.edu   3

word translation. One of them is a work of Mia (2010) that analyzed some of cultural words or cultural terms found in Mayer's novel entitled *Twilight*. She also analyzed the translation procedures that are used by the translator in translating those cultural words.

In this research, the writer intended to investigate the translation of cultural word found in the Boyne's novel, *The Boy in the Striped Pyjamas,* the translation procedures, and the foreignization approach used by the translator in translating them. This study is expected to give more knowledge to the writer herself or to the translator-to-be in producing a good cultural word translation.

1.2 Reasons for Choosing the Topic

The writer chose this topic, foreignization in cultural words translation of John Boyne's book entitled *The Boy in the Striped Pyjamas* for two reasons. First of all, the writer is interested in studying the translation subject. The writer who is also a translator often finds a problem in translating the cultural word better. Therefore, it is hoped that the writer's ability in translation will improve than it was before. Beside, it is hoped that this research will give contribution for other translators who often find the same problem. Secondly, the novel which is written by Boyne is an international best-selling novel and has been translated into several languages.

Ari Fajria Novari, 2012
Forignization in Cultural Words Translation of John Boyne's Book *the Boy in the Striped Pyjamas*
Universitas Pendidikan Indonesia **|** repository.upi.edu

4

1.3 Research Questions

The research questions of the study are as follows:

1. What kinds of cultural words are found in Boyne's book *The Boy in the Striped Pyjamas*?

2. What are the translation procedures used in the translation?

3. How is foreignization approach used in the cultural words translation of the novel?

1.4 The Aims of the Research

The study is aimed at gerund:

1. To identify the kinds of cultural words found in John Boyne's book *The Boy in the Striped Pyjamas*

2. To investigate the translation procedures used by the translator in translating the cultural words in the novel.

3. To uncover the Foreignization Approach in the cultural words translation of the novel.

1.5 Limitation of the Study

This study focuses on analyzing the procedure of translation of the cultural words in Boyne's novel *The Boy in the Striped Pyjamas*. The writer analyzed the kinds of cultural words based on the categories of cultural words proposed by

Newmark (1988) and the translation procedures used by the translator in translating the cultural words.

1.6 Research Methodology and Procedure

In this study, the writer used a qualitative approach and descriptive analysis method in gaining and analyzing the data. According to McMillan and Schumacher (2001), as cited in Sukmadinata (2009), qualitative research has two major aims: to describe and to explore; to describe and to explain. Moreover, Alwasilah (2002) states that qualitative study involves description and analysis.

In doing the research, there are several steps that were taken. The first step is collecting the data. Here, the writer collected the cultural words found in *The Boyne's novel The Boy in the Striped Pyjamas*. The writer did library research to collect and to study some supporting theories and reliable references which were related to the study.

The second step is analyzing the data. After collecting the data using purposive sampling, the writer classified the data based on Newmark's five categories of cultural words. Then, the writer analyzed it to find out the translation procedures used by the translator in translating the cultural words in the novel. The third step is that the writer analyzed cultural words translation in terms of its process of Foreignization.

1.7 Clarification of the Key Terms

There are several terms that should be clarified in order to avoid ambiguity or confusion.

1. Foreignization : An ethnodeviant pressure on those values to register the linguistic and cultural difference of the foreign text, sending the reader abroad" (Venuti, 1995, p. 20)

2. Cultural Words : A word that is associated with a particular language (Newmark, 1988). In this case the writer focused on analyzing the words that only exist in the America language.

3. Translation : The replacement of textual material in one language (Source Language) by equivalent material in another language (Target Language) (Catford, 1965).

4. Novel : Novel is one of the modern prose consist of series of events (Howthorn, 2001).

Ari Fajria Novari, 2012
Forignization in Cultural Words Translation of John Boyne's Book *the Boy in the Striped Pyjamas*
Universitas Pendidikan Indonesia **|** repository.upi.edu

7

1.8 Organization of the Paper

The research would be presented into five chapters as follows:

Chapter I: Introduction

This chapter contains the background of the study, the reasons for choosing the topic, research questions, the aims of the research methodology and procedure, the clarification of the key terms, and the organization of the paper.

Chapter II: Literature Review

This chapter describes the theories, which are relevant to the research. It explains theories about translation, novel as subject of the research, and cultural words and their translation.

Chapter III: Research Methodology

This chapter elaborates the research methodology employed in this study. It involves research questions, aims of the study, research design which explained the subjects, data collection and data analysis, and concluding remarks.

Chapter IV: Finding and Discussions

This chapter deals with the result of the study which consists of findings and then followed by the discussions of the data.

Chapter V: Conclusions

This chapter is the last chapter of this study which consists of the conclusions as the answers of the study's research questions, including its strengths and weaknesses, and suggestions for other writers who want to conduct the same research in this area of study.

1.9 Conclusion of Chapter One

This chapter has presented the background of the study, the reasons for choosing the topic, research questions, the aims of the research methodology and procedure, the clarification of the key terms, and the organization of the paper. The theory underlying the analysis will be described in the following chapter.

Ari Fajria Novari, 2012
Forignization in Cultural Words Translation of John Boyne's Book *the Boy in the Striped Pyjamas*
Universitas Pendidikan Indonesia **|** repository.upi.edu   9