

CHAPTER I

INTRODUCTION

1.1. Background

Nowadays, novel has become one of the most popular literary works in Indonesia, since the interest of reading in our society gets more increasing and understood as an important and useful thing.

Novel is defined as one of literary works, which provides a long story of one's life with complexity of the story (Tuniawati, 2007:1). It can be true story or totally fiction. We can see how the readers drawn into the story of a novel, moreover sometimes it effects into their life. Translating a novel can create a new promising job, since there are a lot of famous foreign novels translated into Indonesian language such as, *The Da Vinci Code*, *Harry Potter*, *Memoirs of a Geisha*, and other novels, which are translated to fulfill the necessity of reading satisfactory. Therefore, a successful translation depends on how well the translator communicates the language of the related countries. In this case, the translator has to be aware of the cultural, politic, linguistic and social situations. That is why those situations have put translation into its vital role, since the translator does not originally come from the source language country or the story itself does not take part in the target country's culture. So, in order to bridge the gap of the reader's understanding, a good translator should understand not only the source language, but also the culture and social background of the source

language that translated into the target language, which always have been the common problems for the translator.

As stated by Larson (1984:103), there will be some concepts in Source Language (SL) that have no equivalence in the Target Language (TL) caused by differences in geography, custom, belief, worldview and other various factors. That is to say, a translator often has difficulty in finding the lexical equivalent words or terms in the Target Language (TL), which only exist in one culture that is called cultural word.

Wierzbicka (1997) points out that cultural word is a specific word for special kinds of “things”, events or customs which only exist in one language. Meanwhile, Newmark (1988: 95) associates cultural word with a particular language that can not be translated literally, because it will distort its meaning. Those definitions are parallel with Baker (1992:21) who states that the Source Language (SL) word may express a concept which is totally unknown in the target culture. It may be abstract or concrete and relate to a religious belief, a social custom or even a type of food. So, since cultural word only exists in some of particular countries, it often creates problems in the work of translation. Therefore, cultural word plays a significant role in translating, furthermore, language capability and a wide knowledge of culture are demanded in order to make the translation readable and understandable for the readers.

In addition, in translating the words, a translator has to consider some techniques or procedures, and methods to explain how a translation should be done properly, so that it will eventually effect on the result of translation.

According to Newmark (1988), there are a number of translation's procedures, such as: Literal translation, Transference, Naturalization, Cultural Equivalent, Descriptive Equivalent, Couplet, Synonymy, Shifts or Transposition, and Paraphrase that contribute a lot to the translator in translating particular non-equivalent words of target culture or cultural words. Moreover, those procedures can help the readers to understand better about the information or the message that the author tries to convey.

There have been a number of works dealing with the analysis of cultural word translation in Indonesia, and Hartanti (2003) is one of them. She analyzed how Indonesian cultural word presented in *the Jakarta Post* translated into English with its translation techniques. She found some of Indonesian words and cultures that had no lexical equivalent in term of thing and event in English.

From the aforementioned explanation, the researcher attempted to analyze how Listiana Srisanti translates cultural words with its procedures of translation in *Arthur Golden's* novel entitled *Memoirs of a Geisha* as Source Language (SL) into Indonesian language as Target Language (TL). *Memoirs of a Geisha* is one of the best-seller novels in America. This novel had been translated into many languages in the world. This novel of Geisha's community published in 1997. The movie itself had been a success in Hollywood film industry in 2005. This novel had made American public fascinated and viewed Japan with different color and charm. So, the writer thought that it would be interesting to explore or elaborate deeply on the novel, especially from its cultural context of Japanese. The cultural word and the procedure of translation were the issues investigated here.

This research is expected to give more knowledge to the writer herself or the translator, especially in translating cultural words involving Japanese culture into Indonesian. Furthermore, it can help us to understand more about specific terminology related to culture.

1.2. Statement of the Problems

The researcher is interested in studying the translation procedures in translating cultural words written in *Memoirs of a Geisha* novel. The problems addressed are as follows:

1. What kinds of cultural word are found in the novel *Memoirs of a Geisha*?
2. What kinds of procedure does the translator use in translating cultural words in the novel *Memoirs of a Geisha* into Indonesian?

1.3. Aims of the Research

Considering the background and statement of the problems above, this research is purposively conducted to identify the translation of the cultural words in *Memoirs of a Geisha* novel and the procedures used by the translator in translating cultural words in the novel.

1.4. Scope of the Research

In order to make the discussion in this research more focused on the problem, this research is limited to the case of cultural words translation in the novel entitled *Memoirs of a Geisha*. This research aims to identify the cultural categories based on Newmark (1988:95) that consists of ecology, material culture, social culture, organization, and gesture and habit. Moreover, the research also

investigates the procedures of translation in translating English cultural words into Indonesian language based on Newmark's theory (1988).

1.5. Significance of the Research

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

1. To give valuable information for the students, so that they can improve their ability in translating.
2. To be able to give further knowledge for the writer herself and also for the Indonesian translators, especially in translating cultural words into Indonesian language, moreover can help us to understand more on specific terminology related to culture.
3. To give some informative input to those who want to carry on further research in the same field.

1.6. Research Method

In conducting the research, the researcher used a qualitative method where results of the research were not presented in numbers but in form of writing and giving interpretation to the results descriptively (Fraenkell and Wallen, 1993:38; Arikunto, 2002:40).

The researcher also used population and sample in this research. The population is all cultural words contained in the novel, while sample is the selected number of cultural words gained by using Random Sampling and Purposive Sampling.

1.7. Techniques of the Research

Data were collected by using the following steps and techniques:

1. The researcher studied both the original and the translated version of the novel entitled *Memoirs of a Geisha* by close reading.
2. The researcher identified cultural words contained in *Memoirs of a Geisha* novel based on Newmark's (1988) theory.
3. The next step, the researcher numbered cultural words from number 1 until number 1897, and selected those words by using Random Sampling and Purposive Sampling (Fraenkell and Wallen: 1993).
4. The researcher classified and analyzed the cultural words based on Newmark's categories (1988: 95)
5. The researcher then analyzed the procedures of translation of those cultural words based on Newmarks' theory (1988) by using descriptive method.

1.8. Clarification of Terms

To avoid misunderstanding, the researcher has clarified the terms:

1. "Analysis is the study of something by examining its parts in order to understand it." (Oxford Advance Learner, 2000)
2. "Translation is transferring the meaning of the Source Language (SL) into the Target Language (TL) in the way that the author intended in the text." (Newmark, 1988)
3. "Translation Procedure is the procedure in translation process to translate sentences and the smaller unit of language." (Newmark, 1988).

4. Cultural word is a word that is associated with a particular language

(Newmark, 1988: 95):

- Ecology: flora, fauna, local winds, seasons, mountains, plains, ice, etc.
- Material culture (artifacts): food, clothes, housing, transport and communication.
- Social culture (work and leisure)
- Organization, customs, ideas-political, social, legal, religious, artistic
- Gestures and habits

1.9. Organization of the Paper

The paper consists of five chapters:

1. Chapter I presents the introduction of the research. It describes general description of the discussion.
2. Chapter II deals with the literature review that describes some related theories to the research. It covers the theory of translation, translation process, method and procedures of translation, definition of culture, translation and culture, and definition of novel.
3. Chapter III presents the methodology of the research. It covers the method of the research, the subject of the research, population and sample, and the data analysis of the research.
4. Chapter IV presents the findings and discussions of the research
5. Chapter V presents conclusions and suggestions of the research.