

CHAPTER I

INTRODUCTION

1.1 Background of the research

Translation is necessary in the era of information and communication today. Translation is also done to literary works, such as novel, short story, and poetry. According to Larson (1984:3), “translation consists of transferring the meaning of the source language into the target language”. It means that the meaning of the source language will be reproduced in the target language. It is done through the semantic structures of the two languages.

In the age of globalization, humans rely heavily on translation. Translation enables successful communication between people in different parts of the world. Science and technology that is evolving in various places can be freely accessed. Translation is the primary method for transferring science, culture, and social activities. In other words, translation provides access to scientific, technological, artistic, and cultural innovation in order to create a media center with a worldwide communication perspective. As a result, translator is a highly profitable job because remuneration for translation services is quite high. Professional translators with specific certifications and high-speed translating skills can earn a significant income.

Amateurs and professionals alike will encounter challenges when translating. Even when translating literary works, such as a novel. Translating a novel is a demanding task for translators. The use of metaphorical language, cultural terms, phrases, and text coherence necessitates constant adjustment and

compromise. Furthermore, linguists do not always agree on the phrase or notion to be employed for a technique. Beginner translators may be puzzled about the best technique and terminology to utilize, particularly when translating literary texts like novels.

Furthermore, translation study plays an important role in bridging the transfer of text across different language. This case is explained by Bassnet (Translation Studies, 1991) who state translation has a crucial role to play in aiding understanding of an increasingly fragmentary world. Translation changes not only language but also culture of the source text (ST) into the culture of target text (TT). Because the use of language is closely related to cultural context, translation works have a significant role in translating culture.

It is not easy to transfer cultural elements from one language into another. The differences between cultures can cause many problems. The translator has to know not only the target language but also the target culture very well. J.C. Catford (1965: 27) states the nature of language "sui generis" means language has its own characteristics that are different from other languages. Language is unique or has characteristics in culture. A language, however, has its meaning only in the culture, as Newmark (1981: 183) states that a language is partly the repository and reflection of a culture. Thus, different language may contain different cultures of different ways of thinking. It causes the difficulty in translating cultural words for translator. In fact, the translator should be able to translate it even though there is no equivalent or hard to find it. So, the translator can create a target text that is not only linguistically but also culturally equivalent with the source text. In translating, a translator may use variety of methods in order to achieve this equivalence.

Therefore, it is necessary to find a procedure or a certain way to obtain the equivalent in translating the non-equivalence which is cultural words. Thus, the translation is acceptable and easily understood by readers who are not familiar with source language culture. The reader should get the intent of the author as a form of establishment of communication between writer and foreign reader. For example, to translate *dokar* from Indonesian into English, a translator will require an appropriate procedure since *dokar* do not exist in English culture. These cultural words appear on page 8 in *Bumi Manusia* novel:” *Jangan main – main, Minke, ini bukan dokar sembarang dokar, bukan kretek, dokar dengan per- barangkali yang pertama menjelang akhir abad ini, barangkali pernya lebih mahal dari seluruh dokar.*”. In *This Earth of Mankind*, this text is translated into “*No fooling, Minke, this is no ordinary buggy, no cheap kretek. It’s got springs—perhaps the first in Surabaya. Its springs probably cost more than the rest of the buggy put together.*”. As shown in the target text, *dokar* is translated into *buggy*, this procedure, called paraphrase, is used to overcome the problem of un-transability in translation which is commonly caused by the absence of direct equivalence between source text and target text.

The translator's choice of translation method determines the translation process that is selected (Roswita Silalahi : 2009). The translator's ideology influences the method that is chosen. Put another way, the translator's method will be determined first by the philosophy that they take into consideration. Second, the approach that is taken will depend on the method that is employed.

The popular novel of Indonesia includes the transfer of meaning to the word or phrase that requires the procedure as the application of the translator's translation

approach utilized in translating cultural words. The title of the novel is "*Bumi Manusia*" by Pramoedya Ananta Toer. He was born on the island of Java in 1925. He was imprisoned first by the Dutch from 1947 to 1949 for his role in the Indonesian revolution, then by the Indonesian government as a political prisoner. Many of his works have been written while in prison, including the Burn Quartet (*Earth of Mankind, Child of All Nations, Footsteps, and House of Glass*) which was conceived in stories the author told to other prisoners during his confinement on Burn Island from 1969 to 1979.

Bumi Manusia is the first book in the Buru Tetralogy by Pramoedya Ananta Toer which was first published by Hasta Mitra in 1980. This book was written by Pramoedya Ananta Toer while he was still languishing on Buru Island. Before it was written in 1975, since 1973 it had been retold to friends. After being published, *Bumi Manusia* was banned from circulation a year later by order of the Attorney General. Before it was banned, this book was successful with 10 reprints a year in 1980-1981. As of 2005, this book has been published in 33 languages. In September 2005, this book was republished in Indonesia by Lentera Dipantara. The translation of Pramoedya Ananta Toer's book "*Bumi Manusia*" into English by Max Lane, published by Penguin Books under the title "This Earth of Mankind," will serve as the source material for this study.

The story sets on Java island in Indonesia. There are a number of Indonesian cultural words in the *Earth of Mankind* that appear through the setting of the story, thought of the main character and conversations among the characters. The previously mentioned reasoning highlights two primary issues with translation: the lack of universality and equivalency. No-equivalence is the term used when a word

from the source language that is culturally bound is changed to a word from the receptor language, which results in untranslatability. The absence of uniformity in the translation method of terms and notions is known as non-universality. Besides that, considering the discussed factors, it is interesting to analyze in what way Indonesian cultural words are translated into English. For this reason, the researcher proposed research entitled “The Methods and Strategies of Translating Indonesian Cultural Words into English in Pramoedya Ananta Toer’s *Bumi Manusia*”.

1.2 Research questions

Two research questions serve as one of the research's main pillars and are addressed in this study.

- 1 What are the procedures was implemented in translating cultural words related to foods, clothes and transport from Indonesian in Pramoedya Ananta Toer’s *Bumi Manusia* novel into English *This Earth of Mankind*?
- 2 What are the features of translation quality achieved by the use of those procedures?

1.3 Objectives of the research

The objectives of this research are to analyze

1. The procedures of translating cultural words are related to foods, clothes and transport from Indonesian in Pramoedya Ananta Toer’s *Bumi Manusia* novel into English *This Earth of Mankind*.

2. To analyze the features of translation quality achieved by the use of translation procedures in Pramoedya Ananta Toer's *Bumi Manusia* novel into English *This Earth of Mankind*.

1.4 Limitation of the research

The research intends to analyze the procedures and the translation quality achieved by the procedures in translating all cultural words related to food, clothes and transport in *Bumi Manusia* novel into *This Earth of Mankind* novel. Food, clothes and transport are widely recognized as the main representative of culture. Newmark (1988:97) stated, "food is most sensitive and important expression of national culture; food terms are subject to the widest variety of translation procedures". In addition, the function of the generic clothes terms is approximately constant, indicating the part of the body that is covered, but the description varieties depend on climate and material used. And also, transport is part of subcategories in material culture by Newmark's categorization of cultural word. This becomes the main reason why the researcher decided to focus to study only on food, clothes and transport of material culture's subcategories by Newmark's theory.

1.5 Significance of the Research

The researcher hopes this research will give contributes for the readers, especially:

1. For Student, especially English Department students, this research is hoped to enrich their knowledge about procedures in translating cultural words of a novel from Indonesian into English.

2. For next researcher, this research is hoped to give important and useful information to conduct related research about translating cultural word. Because in translating, the translator not only translates the language but also should have deep knowledge both languages especially on culture since different language reflects different culture. The difference of each culture becomes essential characteristic on each nation.

1.6 Definition Of Key Terms

The key terms in this research are:

1. Translation; is the general term referring to the transfer of thoughts and ideas from one language to another, whether the languages are in written or oral form.
2. Translation procedures; methods applied by translators when they formulate equivalence to transfer elements of meaning from the Source Language (SL) to the Target Language (TL)
3. Literary Works; a type of creative expression that is written down or recorded in some way, such as a novel, poem, or song.
4. Cultural word; words and combination of words denoting objects and concepts characteristic of the way of life, the culture, the social and historical development of one nation to another.
5. Material culture; is subcategorization in cultural word that including food, clothes and transport.