

CHAPTER I

INTRODUCTION

A. Background of Study

Language is not always in the form of vocal, textual, sign, or body language. According to Catford (Catford, 1965, p. 94) he stated that language is included in a kind of pattern of human behavior to interact in society. In his book, Catford also says that social communication produces language. Different languages are the result of differences in human where lives, there are also written and spoken/oral forms of language. For that, the translation wants to correlate across languages.

The difference in language that every place has could be very feasible for us to encounter issues in translation. Newmark said the translation method has played a critical function in spreading the way of life since a long time ago, the translation is needed when somewhere there is a distortion or deviation of words or sentences. (Newmark P. , 1988.). This has happened due to the fact that countries and languages were connected.

The translation is the method of shifting which means from a language to another and in the method of translating the speaker will have a look at the background to be able to speak with each other. The translator needs to master and have knowledge of the two cultures of the language to be translated, the translator should also be able to translate not only words however also be able to translate words that include culture, so that the language to be conveyed may be received correctly (Novianti, 2019).

Language is the object of translation. Just changing the source language to the target language is the view of the translation method according to most people. In his book, Newmark states that translating is interpreting the meaning of a text in one language into another according to the intent of the author of the text (Newmark P., 1988., p. 5). Based on that statement, it is concluded that translating does not only transfer word for word but also the meaning in the word.

Different political, social and cultures are general issues in translating a word or sentence. According to Nida and Taber stated that translating is composed in reproducing in the receptor language the closest natural equivalent of the source language message, first in terms of meaning and secondly in terms of style. It may be concluded that translation needs knowledge from the translator itself and comprehension of the concept source language in order to be translated (Nida E. A., 1974, p. 12). Translators must have knowledge before translating, this is very much needed to translate advertisements, films, poems or novels. A novel is defined as a story in the form of a long prose in which it tells a fictional story or a true story based on the experience of the author and highlights the characters in the story. The novel contains many elements such as history, location and culture, because this is the background that the translator must have more knowledge about the object to be translated.

Culture is a form of diversity that is owned by humans as well as playing an important role in influencing human language. According to Newmark (Newmark, 1988., p. 94), cultural words often cause problems in

translation because of the language gap between the source language and the target language. In translating cultural words into the target language, to translate cultural words the translator may face some difficulties because according to Newmark (Newmark P. , 1988.) Cultural words are words associated with a particular language, which only exist in culture. Sometimes translators get confused when dealing with cultural words because not all cultural words can be translated into other languages that have the same meaning. However, in his book Nida (Nida E. , 1964) explains that everything that can be expressed in one language can be expressed in another language as well. Therefore, researchers have used several translation strategies to help deal with problems when translating cultural words.

Choosing the approach strategy to be used is the same as choosing the cultural language to be translated. The orientation of translation techniques is basically on the strategies of translation, foreignization and domestication. Vanuti (Vanuti, 2000) is the one who introduced the foreignization and domestication translation technique. Both are basic techniques used to translate the word culture. In the domestication method, the translator allows the writer to move the reader towards his direction, this strategy is oriented to the source language. Then, when the translator applies the foreignization strategy, the translator lets the reader move the writer towards him. This strategy is oriented towards the target language. Translators in choosing strategies and approach methods in translation, there will likely be several factors that influence translation. Such as

objective factors and subjective factors. Included in objective factors are target language readers, text types, and so on. Meanwhile, subjective factors such as the attitude of the translator towards the source text and the purpose of the translation.

Before this research was made, there were several previous studies that were also related to the translation of Indonesian cultural languages, one of which the researchers found was entitled *Translation Technique and Quality of Entrok into the Years of the Voiceless*. This novel is a novel by Okky Madasari which was published in 2010. In this study, the researcher used the theory of Molina and Albir (2002) in classifying the types of translation. Then use the theory from Nabanan (2010) to identify the quality of translation, and for collecting the word culture the researcher just used in chapters 1 to 4. The reason the researcher chose this novel is that this novel has interest because the book contains a lot of vocabulary in Javanese even though the novel author has translated the story into English, this is what makes the researcher interested in researching the translation of the language used by the author when translating the vocabulary. Javanese language culture.

Although this study also discusses the translation of cultural words in novels, there are some significant differences from previous studies. This research will use a different object of research, namely using the Novel *Kerumunan Terakhir* or in English version entitled *The Last Crowd* by Okky Madasari. Even though the authors of the novels studied are the same, the contents of the two novels are definitely different. In addition, this research

strategy will use Newmark's theory to classify the data, then only choose Javanese words that cannot be translated into English. Then analyzing the selected data, using Duff's concept to analyze the translation procedure, also using Vanuti and He Sanning's theory for the translation strategy. In addition, in this study, the author will use all chapters in the novel to select words that are included in Javanese cultural words that cannot be translated into English.

B. Formulation of the Problem

Researcher formulated research questions based on the research focus above, the research questions are as follows:

1. What is the translation strategy used in translating the word Javanese culture in the novel *Kerumunan Terakhir*?
2. What types of translation procedures are Javanese cultural words in the novel *Kerumunan Terakhir*?
3. What is the most translation strategies carried out by the translator in translating the Javanese cultural words in the novel *Kerumunan Terakhir*?
4. Why is that strategy the most widely used strategy by writers?

C. Purpose of the Study

Based on the research questions above, so objectives of this research are:

1. To find out the translation strategy used to translate the Javanese Cultural words in the novel *Kerumunan Terakhir*.

2. To know translation procedures used by the translator to translate the Javanese cultural words in the novel *Kerumunan Terakhir* by Okky Madasari.
3. To know the most translation strategy used by the translator in translating the Javanese cultural words in the novel *Kerumunan Terakhir* by Okky Madasari.
4. To know the reasons why the author uses this translation strategy a lot.

D. Scope and Limitation

The writer conducted this research by applying several scopes and limitations to avoid the discussion being too broad. From the background written above, this research will focus on the strategy of translation that translators use in translating Javanese cultural words that translated in *Kerumunan Terakhir* Okky Madasari's Novel.

E. Significance of the Study

1. Practically, this study aids English lecturers in their English teaching especially for English translation.
2. Theoretically, this research is expected to develop student knowledge about translation especially about the translation strategy of Javanese cultural words.
3. Increase students' understanding of strategy translation Javanese cultural words, especially the strategy of translation Javanese cultural words in the novel *Kerumunan Terakhir* and translated into English version *The Last Crowd* by Okky Madasari.

F. Definition of the Keyterms

In order to state the key term clearly and avoid misunderstanding among the readers, the writer definrd each key term as follow:

1. Translation

Translation is an activity to transfer the source language to the target language.

2. Cultural Word

Cultural words are words related to certain languages that only exist in certain cultures. So that Javanese cultural words are cultural languages that exist in Javanese culture

3. Novel

A novel is a type of prose variety in the form of a long story about characters and behavior in everyday life. So the language used in the novel is the language used in everyday life. In addition, everyday language is the language used by the community so the novel can be said as a genre that has a sociological relationship because it is sensitive to socio-historical fluctuations