CHAPTER I

INTRODUCTION

A. **Background of the Problem**

One of simple and effective ways to understand another language is translation. Complete knowledge of the source and target language is the key to understanding messages from other texts accurately. Therefore, a deep understanding of translation will help a translator in doing a good translation text (Hastyanti, 2012).

According to Newmark (1988) translation is the translator's desire to contribute a meaning text into other languages. Translation is one of the instruments in the introduction of culture from a nation to other nations. One of the problems faced in translation is the existence of cultural differences between source languages with target languages, for example differences in structure, cultural or material cultural differences, social cultural differences, organizations, and gestures or habits (Newmark, 1988).

Translation research can use a lot of scientific perspectives. One of them is to use theories in cultural studies or cultural expressions. The researcher chooses this research because translation research of cultural expressions is interesting to be discussed and there will be some differences between source language and target language. Cultural expression is the one of things that is always had by every language, and sometimes there will be different word, phrase, and clause between one language and other language.

In this case, the translator has challenges to proving whether the cultural expressions in the source language have equivalents into target language and how the translator translates these cultural expressions, especially how the techniques are used for the translation itself. Translation technique is the way the translator changed the words, phrases and clauses into other language.

The results of each person's translation will be different, which is about the techniques used of the target translation from source language and how the translator defines a cultural expression. Whether the cultural expressions will be eliminated in the translation, or explained in the Indonesian cultural system.

The researcher chooses the novel *Born to Die* by Lisa Jackson (2011) to be analysed because there is no analyse that discusses the cultural expressions of this novel before, related a lot of differences of cultural expressions between English and Indonesian. The researcher found many differences in cultural expressions between English and Indonesian. Western culture and eastern culture have significant differences, sometimes it will be related on western culture but not related on eastern culture and vice versa. The differences of western and eastern culture are about lifestyle, trend, politeness and manner, education, confidence, order or discipline, association, celebration, and the way of thinking.

Second, the researcher chooses the translation novel by Elliyanti Jacob Salleh (2013), because in the novel uses some translation technique to translate the cultural expressions. The researcher will focus to analyse the

translation techniques used in cultural expression found in the novel. The researcher finds some cultural expressions in both novels.

In detail, the researcher uses translation technique theory of Molina and Albir, because the translation techniques of Molina and Albir are more complete with the data of cultural expression found in this research. Furthermore, the translation technique of Molina and Albir is often used by translation researchers and acceptable in the translation research.

The translator used some techniques in translating the novel. In this novel, cultural expressions are translated in various forms, there are adaptation, amplification, borrowing, calque, description, discursive creation, generalization, literal translation, and reduction.

B. Statements of the Problem

Based on the background of the research, the problem of the research is formulated as follows:

1. What are the categories of cultural expressions found in the novel *Born to Die* by Lisa Jackson?

2. How do translation techniques are used in translating the cultural expression in the novel *Born to Die* by Lisa Jackson?

C. Purposes of the Research

Based on the background and identification of the research, this research aims to deal with the following matters:

1. To identify and classify the categories of cultural expressions found in the novel *Born to Die* by Lisa Jackson.

2. To describe the translation techniques used in translating cultural expression in the novel *Born to Die* by Lisa Jackson and its translation in Indonesia.

D. Significance of the Research

This research has four benefits. Those benefits are explained as follows:

1. The researcher gets a proof of cultural expressions and knowledge about translation techniques used in this novel.

2. This research can be a reference for research on the translation techniques of cultural expressions and as the first reference of research of the novel.

3. This research can be a reference for other researchers about translation techniques used of cultural expressions.

4. Increase interest in the field of translation.

E. Scope of the Research

The objects of this research are the source text novel *Born to Die* by Lisa Jackson (Jackson, 2011) and the translation version in Indonesian entitled *Cengkeraman Masa Lalu* that was translated by Elliyanti Jacob Saleh (Saleh, 2013). The researcher will focus on the translation techniques used by the translator, Elliyanti Jacob Saleh (2013), who translated the novel *Born to Die* by Lisa Jackson (2011). Based on the problems and the objectives of the research, the researcher limits the research on:

1. Identifying and classifying the categories of cultural expressions found in the novel *Born to Die* by Lisa Jackson according to Newmark's theory of Cultural Expressions.

2. Describing the translation techniques used in translating the source text in English into Indonesian according to Molina and Albir's theory of translation techniques.

F. Underlying Theories

There are two structural theories in this research, there are categories of cultural expressions theory and translation techniques theory.

1. The Newmark's (1988) theory is used to identify and classify the cultural expressions in the novel *Born to Die* by Lisa Jackson. The researcher uses classification of Newmark's theory as the first step to describe translation categories of cultural expressions found in this novel.

2. The theory of Molina and Albir's (2002) theory is used to describe the techniques of translation in the novel *Born to Die* by Lisa Jackson that was translated by Elliyanti Jacob Saleh.

G. Method of the Research

1. Kind of Research

   This research uses library research to analyse the data. To obtain information from previous research, field and laboratory research, as well as research using primary and secondary data, researchers can take steps through a research library.

2.	Technique of Data Collection

This research uses descriptive qualitative research to collect the data. In this research, data is taken from the source text novel *Born to Die* by Lisa Jackson (2011) and translation version in Indonesia *Born to Die Cengkeraman Masa Lalu* that was translated by Elliyanti Jacob Salleh (2013). Descriptive qualitative research used to calculate the data of cultural expression to make it easier for researcher to determine the translation technique used.

3.	Technique of Data Analysis

The researcher identifies the cultural expression found in both of novels and classifies the data found to the categories of translation based on Newmark's theory. After identifying and classifying the cultural expression found, the researcher describes the translation technique used in cultural expression found based on Molina and Albir's theory.

4.	Technique of Data Presentation

The researcher presented the data in the form of the table source language (SL) and target language (TL). Columns in the table include SL, TL, category, and translation technique.

## H.	Writing Organization

This thesis will be divided into 5 (five) chapters, as follows:

1.	Chapter I: **Introduction**

This chapter covers the background of the problem, statement of the problem, purpose of the research, significance of the research, scope of

the research, underlying theories, method of the research, and thesis organization.

2. Chapter II: **Literature Review**

This chapter consists of description of the previous studies and theoretical review, including theories of the translation, categories of translation, and techniques of translation.

3. Chapter III: **Research Method**

This chapter consists of description of kind of research, technique of data collection, population and sample, technique of data analysis, and technique of data presentation.

4. Chapter IV: **Analysis**

This chapter contains two sub-chapters. They are identification and classification of the data cultural expression to the translation categories, and an analysis of the translation techniques used in the translation novel of *Born to Die* by Lisa Jackson that was translated by Elliyanti Jacob Salleh.

5. Chapter V: **Conclusion and Suggestion**

This chapter includes the conclusions of this study and suggestions for further research.