CHAPTER I

INTRODUCTION

A. Background of the Problem

From several theories about translation, a good translation text has several characteristics, the message of the translated text is faithful to the message of the source language, the form of the target language is translated according to the its accepted language rules, and the results must look like the original text. It can be said that 'right-wrong' of the translation texts are determined by 'for whom' and 'for what purpose' a translation is done. (Nugrahani, Nababan, & Santoso, 1997)

Newmark (1988) describes translation as an activity of rendering the meaning of a text into another language according to the way author intended in the source text. This definition only focuses on rendering the meaning of the source language text into the target text.

Other experts, Nida and Taber (1982) states that translation is consists of reproducing the source language message or information so that the target language have its closest natural equivalent as the source language. This statement means that either translation or the problem of languages, meaning, and equivalence is closely related explicitly.

Translation is not an easy task to do, there are various factors that must be faced by a translator in producing an accurate, acceptable, and readable translation text. One of the factors that very influential in translating activity is the cultural factor. Because, translating is not simply transform the meaning of one

language into another, a translator must have enough knowledge of the both faced source and target culture.

Based on background above, the researcher is interested in analyzing the translation of *Crazy Rich Asians* novel by using a theory of translation approaches, they are cultural categories, translation techniques and translation method. The data used are cultural expressions found in *Crazy Rich Asians* novel.

A simple example of cultural expression found in Crazy Rich Asians novel is 'Mrs.'. 'Mrs.' is an English adressee for married women, must be used with surname or full name. Actually there is an equivalent with the same order in the target language that is *Nyonya*, but this term is still retained by the translator to present the cultural atmosphere of the source language. This word is the data and it is included in social culture category.

The novel discussed in this thesis is Kevin Kwan's 2013 the most best-selling novel entitled *Crazy Rich Asians,* it has been adapted into a film with the same title. According to the author on an interview, this film became the first All-Asians Hollywood film in the past 25 years.

This novel conveys very interesting cultural values. The readers get various lessons and knowledge about Western and Chinese culture such as customs, ancestral beliefs, and cultural symbolism. Therefore with the many discussions concerning culture in this novel, there are many cultural expressions in source language (English) that cannot be translated directly into the target language (Indonesian). The researcher choose *Crazy Rich Asians* novel and its

Indonesian translation as the object of this research because there is no study that discusses about cultural expression in this novel before.

B. Problem Statement

Based on the background of the research above, the problems of the research are formulated as follows:

1. What are the categories of cultural expression found in *Crazy Rich Asians* novel?

2. What are the translation techniques applied in translating cultural expressions in *Crazy Rich Asians* novel?

3. What is the translation method applied in translating cultural expressions in *Crazy Rich Asians* novel?

C. Research Purposes

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

1. To categorize cultural expressions found in *Crazy Rich Asians* novel.

2. To identify the translation techniques applied in translating cultural expressions in *Crazy Rich Asian* novel.

3. To identify the translation method applied in translating cultural expressions in *Crazy Rich Asian* novel.

D. Research Significance

The results of this research are expected to be useful and brings some benefits both theoretically and practically.

1. Theoretically, this research is expected to enrich the knowledge regarding translation field especially those which are related to culture-specific items

2. Practically this research can be a reference for the next researches on the translation field related to culture-specific items.

E. Research Scope

The scope of this research is the cultural expression found in *Crazy Rich Asians* novel by Kevin Kwan. The researcher focuses this research on techniques and method of translation used in translating the cultural expressions in both novel, *Crazy Rich Asians* and its Indonesian translation *Kaya Tujuh Turunan*.

F. Underlying Theories

Based on the purposes of the research, this research classifies the data based on three structural theories. First, Newmark's theory about cultural categorization (1988: 95) is used to classify the cultural expressions found from the novel. Second, Molina and Albir theory about translation techniques (2002: 499) is applied to identify the techniques applied by the translator. Third is Newmark's theory about method of translation (1988: 45) that is used to analyze the method used by the translator in translating all the cultural expressions found by the researcher.

G. Research Method

The kind of this research is library research which uses the descriptive-qualitative method by describing the phenomena systematically. The data are taken from all cultural expressions on Kevin Kwan's novel *Crazy Rich Asians* based on Newmark's cultural category (1988: 95). The analysis uses Molina and Albir's

translation techniques (2002: 499), and method of translation by Newmark (1988: 5).

H. Writing Organization

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

1. **Chapter 1: Introduction**

   This chapter covers the background of the problem, statement of the problem, the 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.

3. **Chapter III: Research Method**

   This chapter contains 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 describes analysis of cultural expressions, techniques and method of translation form the data found.

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

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