CHAPTER II

LITERATURE REVIEW

A. Previous Studies

These are several kinds of research that are related to the research in terms of the object being analyzed. Among those researches, there are three most related researches.

The first study was conducted by Tira Nur Fitria (2015) in *Translation Techniques of English to Indonesian Subtitle in Doraemon "Stand by Me" Movie*. This descriptive-qualitative research are aimed to categorize the types of translation techniques, to identify the most applied type of translation technique and the last to describes its quality of translation. The data of this research are sentences in the subtitle of a movie entitled *Doraemon: Stand By Me* both in English and Indonesian. The results of this research are; 1) there are eleven out of 18 types of translation techniques, 2) the most applied type of translation technique is Established equivalence, 3) the quality of translation *Doraemon: Stand By Me* movie subtitle is accurate, acceptable and readable. (Fitria, 2015)

The second study was conducted by Yusup Irawan (2017) in *Ideologi Pengasingan pada Kosakata Budaya Dalam Terjemahan Novel Breaking Dawn*. The research is aimed at proving that there is an influence of foreignization ideology at all the cultural words found in the translation of the *Breaking Dawn* novel written by Stephanie Meyer. This qualitative research was done by text reading with writing techniques. The data were analyzed by content analysis method with a comparative analysis technique. The theories applied to analyze the

data were the theory of translation ideology stated Venuti and Judickaitė. Whilest, the theory of cultural category proposed by Newmark was used to analyze cultural words. Based on the result of this research shows that there is an influence of foreignization ideology in the translation of the *Breaking Dawn* novel for the cultural words. The implication of the use of the foreignization approach is to make the readers of the novel can enjoy the "foreignness" belongs to the source language of the novel including its source culture. (Irawan, 2017)

The last study was conducted by Rohmita Khoirun Nisaa' (2011) in *Analisis Teknik, Metode, dan Ideologi Penerjemahan Subtitle Film Beckham Unwrapped dan Dampaknya pada Kualitas Terjemahan*. The aim of this research is to study the impact of translation techniques, method, and ideology applied by the translator in translating subtitle of a movie with title *Beckham Unwrapped* toward the quality of the translation produced. This qualitative research is used words, phrases, and sentences which is determined using translation approach theory. The results of this research are; 1) there are 12 out of 18 types of translation techniques, 2) the method used in translating the subtitle of the movie is Communicative translation, 3) the ideology is domestication. (Nisaa, 2011)

The differences between this research and those previous studies are the researcher will analyze cultural expressions categories, techniques and method of translation used. If previous research focuses on the types of translation techniques, method, ideology and quality, this research takes cultural expression data in *Crazy Rich Asians* novel then examines its cultural categories, translation techniques and method.

B. Theoretical Review

This sub-chapter presents theories used in the research which will be the answer of the problem statement in this research. The theories used in this study includes the meaning of translation, culture in translation, cultural categories, translation techniques and translation methods which are described in the following explanation:

1. **Translation**

   Translation is an activity rendering idea from one language into another language. But, translating activity is not simply transforming the meaning of words into other meanings in the same order, the greater the gap between the source language and the target language, the more difficult to translate (Venuti, 2017). Nida and Taber (1982) encourage translators by saying that anything that can be spoken in one language also can be spoken in another language, unless the form is an important point of the message.

2. **Culture in Translation**

   Culture is a challenge for translator when translating a text, because it is an important aspects that exists to regulate human behavior. Vermeer (1986), states that "a translator is required to be bilingual or multilingual and also to be bicultural or multicultural". It means when a language is translated into another, a translator is automatically faces with at least two different cultures. The source language can have culture that does not exist in the target one. Therefore, the task of a translator is to find the appropriate

equivalent of messages or information contained in the source language. To overcome this, translator can translate the text by considering its culture and context, as long as the meaning of source language can be conveyed without reducing it at all. (Prasetyani, 2008)

3. **Cultural Categories**

One of an expert in translation field, Newmark (1988) describes culture as the human way of life and its unique manifestation in a community that uses a particular language as a means of expressions. Newmark in Irawan (2017) divides cultural categories into five categories, they are; 1) ecology (flora, fauna, geographical name and environment), 2) material culture (food, clothing, housing, transportation), 3) social culture (job, activity and leisure), 4) organizations (religion terms, greeting and title), 5) gestures or body languages and habits.

4. **Translation Techniques**

Translation technique is the way or process to transforming some source language message or information into the target language that is applied at the level of words, phrases, clauses, and sentences. According to Molina and Albir (2002) translation techniques are have five specific characteristics, they are, affect the results of the translation text, classified based on the comparison of both source and target language, not related but mostly based on a specific context of the text, translation technique is at the micro-level, and the last is functional.

Below are the types of translation by Molina and Albir (2002), described as follows:

a. Adaptation is a technique that try to replaces cultural elements of the source language with the same target language culture condition and situation (Nisaa, 2011). Example of analysis regarding this technique is as follow:

SL: The closets on this end are maintained at **fifty-five degrees** specifically for my Italian cashmere, houndstooth, and fur. (p. 77)

TL: *Kamar ganti di bagian ini dijaga secara khusus dalam **suhu lima belas derajat** untuk kasmir Italiaku, tekstil houndstooth, dan bulu. (hal. 80)*

b. Amplification or also called addition is a technique that conveyed detail that not formulated or stated in the source language. It can be either explicit information or paraphrases (Rahmawati, Nababan, & Santosa, 2016). Example of analysis regarding this technique is as follow:

SL: There's an amazing **weeping beach** in Hyde Park called the upside-down tree, and its branches hand down slow that it's almost like a cave. (p. 9)

TL: *Ada pohon **weeping beech** luar biasa di Hyde Park yang disebut pohon jungkir balik, dan ranting-rantingnya menggantung begitu rendah hingga hamper menyerupai gua. (hal. 16)*

c. Borrowing is a technique that takes word or expression straight from the source language. It can be copied, reproduced, translated/changed in target language exactly as in source language. When a word or an expression is taken over purely in the target language (without change), it is called pure borrowing. But if it

naturalized to fit the spelling rules in the target language (with change) called naturalized borrowing (Azmy, 2015). Example of analysis regarding this technique is as follow:

(i) Pure Borrowing

SL: "Well, these are ultra-special limousines with features like **Jacuzzis**, secret compartments, and James Bond ejector seats," (p. 8)

TL: *"Yah, ini limusin ultra-spesial dengan fitur seperti **jacuzzi**, tempat penyimpanan rahasia dan kursi lontar James Bond," (hal. 16)*

(ii) Naturalized Borrowing

SL: The closets on this end are maintained at fifty-five degrees specifically for my **Italian cashmere**, houndstooth, and fur. (p. 77)

TL: *Kamar ganti di bagian ini dijaga secara khusus dalam suhu lima belas derajat untuk **kasmir Italia**ku, tekstil houndstooth, dan bulu. (hal. 80)*

d. Calque or also known as loan translation is a technique that transfers the meaning of word or phrase forms the source language literally to the target language, which can be lexically or structurally (Saraswati, 2020). Example of analysis regarding this technique is as follow:

SL: They had a light supper of steamed whole pomfret in a **ginger-wine sauce** and clay-pot rice, (p. 75)

TL: *Mereka menikmati makan malam sederhana yang terdiri dari ikan bawal kukus dan **saus anggur-jahe** dan nasi clay pot. (hal. 78)*

e. Compensation is a technique that try to introduce source language message or information elements in another place of the target language because there is no reflected equivalent in the same place

as in the source language. Example of analysis regarding this technique is as follow:

SL: A pair of scissors
TL: *Sebuah gunting*

f. Description is a technique that replaces a term or expression with a description of its form or function (Stkip & Selatan, 2017). Techniques that include this type are descriptive equivalence and functional equivalence. Example of analysis regarding this technique is as follow:

SL: Good thing they were here to put him in boarding school, where he would have some sense knocked into him—cold morning showers and stale toast with **Bovril** was what he needed. (p. 7)
TL: *Bagus mereka berada di sini untuk memasukannya ke sekolah asrama, tempat anak ini akan diajar untuk memiliki kesadaran—yang dibutuhkannya adalah mandi pagi dengan air dingin dan roti panggang kering dengan* **Bovril** ***(kaldu sapi kental dan asin)**. (hal. 15)*

g. Discursive creation is a technique that uses a temporary equivalent to replace a term or expression with a description of its form or function (Andriyanie, 2017). Example of analysis regarding this technique is as follow:

SL: "No, no, we're **moguls**, man! I created that whole scene with the manager just so we could score the best VIP room. Why would you want to mix with all these smelly Mainlanders out here?" Bernard said. (p. 247)
TL: *"Tidak, tidak, kita ini* **orang kaya**, *man! Aku sengaja menciptakan drama dengan manajer itu agar kita bisa mendapatkan ruang VIP yang terbaik. Kenapa kau malah mau berbaur dengan semua Orang Daratan bau ini?" ujar Bernard. (hal. 226)*

h. Established equivalence is a technique that uses term or expression which recognized as an equivalent in the target language (in dictionary or language in daily use). Example of analysis regarding this technique is as follow:

SL: My mouth gets **watered** everytime I see ice cream.
TL: *Aku selalu **ngiler** kalau melihat es krim.*

i. Generalization is a technique that try to using more general or neutral terms of the source language in the target language. Example of analysis regarding this technique is as follow:

SL: Smartly uniformed waiters walked by with trays bearing a selection of **tea cakes**, pastries, and nyonya delicacies. (p. 152)
TL: *Para pelayan berseragam rapi berjalan dengan beragam baki berisi berbagai macam **kue**, pastry, dan penganan nyonya. (hal. 146)*

j. Linguistic amplification is a technique that make the translation result longer by adding some linguistic elements. This technique usually used in deformation and dubbing. Example of analysis regarding this technique is as follow:

SL: That dolphin **comes out** and jump over the fire hole.
TL: *Lumba-lumba itu **keluar dari air** dan melewati lingkaran api.*

k. Linguistic compression is a technique that replaces the existing linguistic elements into the simpler form because it already can be understood by the reader. Example of analysis regarding this technique is as follow:

SL: This puppet will **put a smile to their faces**
TL: *Boneka ini akan **membuat mereka tersenyum***

l. Literal translation is a technique that translates a word or an expression word by word without any addition or reduction into the target language (Nisaa, 2011). Example of analysis regarding this technique is as follow:

SL: Killing two ants with one stone
TL: *Membunuh dua semut dengan satu batu*

m. Modulation is a technique that changes the point of view, focus, or cognitive from the source language (Nisaa, 2011). Example of analysis regarding this technique is as follow:

SL: You are expected to have a **baby**
TL: *Kamu akan **menjadi ayah** sebentar lagi*

n. Particularization is a technique of using terms that are more specific and concrete rather than the general form. Example of analysis regarding this technique is as follow:

SL: *Kami membutuhkan waktu 1 jam untuk sampai di sini menggunakan **kendaraan udara***
TL: It takes 1 hour for us to get ths city by **plane**

o. Reduction is a technique that reduces the source language message or information in the target language. Example of analysis regarding this technique is as follow:

SL: Surabaya, the capital city of East Java Province is also known as city of heroes.
TL: *Surabaya adalah kota pahlawan.*

p. Substitution is a technique of the specific linguistics elements with paralinguistic (intonation, gesture) and vice versa (Nisaa, 2011). Example of analysis regarding this technique is as follow:

SL: Those two Japanese **bow** to each other.
TL: *Dua orang Jepang itu saling **memberi salam**.*

q. Transposition or also called Shift is a technique that change the grammatical category of a text. Example of analysis regarding this technique is as follow:

SL: I have **a** blue book
TL: *Saya punya buku biru*

r. Variation is a linguistic or paralinguistic element replacement technique that affects its aspects of diversity. Example of analysis regarding this technique is as follow:

SL: By the way...
TL: *Omong-omong...*

5. Translation Methods

Molina and Albir (2002) describe method of translation as a systematic way or process of translation activities. A translator must have a clear method before translating a text based on the purpose. Whereas Newmark (1988) divides the translation method into two categories, as illustrated in V diagram as follows:

Word-for-word translation   *Adaptation*

Literal translation   *Free translation*

Faithful translation   *Idiomatic translation*

Semantic translation   *Communicative translation*

Figure 2.1 V Diagram

From the diagram above there are eight types of translation method conducted by Newmark (1988), the four types in the right side of the

diagram are emphasizes the methods that tend to the source language, and the four others in the left side are emphasizes the target language. Below is the explanation of the methods figured above that emphasizes the source language:

a. Word-for-word Translation

This method is basically still attached to the word level. The order of words in the translation text exactly matches the words order of source language.

b. Literal Translation

This method is convert the source language grammatical constructions to their nearest target language equivalents yet the lexical words still translated singly (Nisaa, 2011).

c. Faithful Translation

Faithful Translation is try to produce contextual text meaning in the source language is still attempted by its grammatical structure. Words that are culturally charged are translated, but the deviations and the grammatical terms and choices of word are still left. Because translator that use this method still adhere to the intent and purpose of the source language text.

d. Semantic Translation

Semantic translation is more flexible and considers the aesthetic elements of the source language text by compromising the meaning while it is within reasonable limits (Nisaa, 2011).

Therefore, below are the following explanation are methods that emphasizes the target language:

a. Adaptation

This method is the freest form of translation. It is used mainly for plays that are usually preserved, the source language culture converted to the target language culture and rewritten the text.

b. Free Translation

This method is try to reproduces the content of a text without the the original content form. Usually it is a text paraphrasing that much longer than the original text.

c. Idiomatic Translation

Idiomatic translation is a method that try to reproduces the message or information from the source language text but still tends to distort the nuances of meaning that does not exist in the target language text.

d. Communicative Translation

Communicative translation is attempts to render the exact contextual meaning of the original text in such a way that both content and

language are readily acceptable and comprehensible to the reader (Nisaa, 2011).