



CHAPTER II

LITERATURE REVIEW

A. Previous Studies

The translation analysis has been studied by other researchers. There are three previous studies related to this research.

The first study was conducted by Hardiyanti and Ocktarani (2014) in *Penerjemahan Kosa Kata Budaya Indonesia dalam Rubrik “Life Lines” di Harian Jakarta Post* (The Translation of Indonesian Cultural Vocabulary in Life Lines rubric in the *Jakarta Post*). The data consist of cultural words in the source language (Indonesian) and their explanations in the target language (English). The results of the analysis of 58 articles in the rubric published within 3 months, found 76 words of culture. From these data, 36 words include material culture, 13 words for socio-culture, 2 words for ecology, 25 words for organization (Hardiyanti and Ocktarani, 2014).

The second study was conducted by Bawarti (2015) in *Terjemahan Bernotasi Kata dan Ungkapan Budaya di dalam Novel Anak Selandia Baru “I’m Telling on You” and “Barry and Bitsa”* (Annotated Translation and Cultural Expressions at in New Zealand Children's Novels *I’m Telling on You* and *Barry & Bitsa*). This study is a translation studies research, namely annotated translation. Source text (ST) chosen by New Zealand children 's novels from the Kiwi Bites series titled *I’m Telling on You* and *Barry & Bitsa*. Both are the works of the same author as well as written in New Zealand English. Besides, the texts also have the potential to be qualified children

reading. The analysis is focused on the translation of cultural words and terms (Bawarti, 2017).

The third study was conducted by Hapsari (2014) in analysis of translation techniques in two translation versions of novel *Pride and Prejudice* entitled *Analisis Teknik Penerjemahan Kalimat yang Mempresentasikan Tuturan Menjawab dalam Dua Versi Terjemahan Novel "Pride and Prejudice"*. Describing and analysing the translation techniques used for translating the answering speech acts in PAP novel are the aims of this research. In Shira Media Publisher, the translation techniques used are: established equivalence, variation, borrowing, amplification (explicitation), amplification (addition), reduction, modulation, adaptation, transposition, literal, discursive creation, particularization, and generalization (Hapsari, 1962).

The differences between this research and previous research is the object of research, the data, the cultural category and the translation techniques used. In the previous research is only focused on analysing annotated translation, cultural words, and translation technique on newspaper and children's novels. This research not only discuss on the cultural terms or translation techniques. Meanwhile, this research focuses on analysing cultural expression categories and translation techniques used for cultural expression found in the novel *Born to Die* by Lisa Jackson where the cultural expressions are words, phrases, and clauses.

B. Theoretical Review

This point explains the theories used in this research. The theories described will cover the theory of Translation, Newmark's Classification of Cultural Categories, and Molina and Albir's Translation Techniques. Each point will be explained as below:

1. Translation

Translation can be interpreted as a mental activity in which a meaning of given linguistic discourse is rendered from one language to another language (Hartono, 2017). According to Newmark translating the meaning of a text into another language according to the author's intent and maintaining the author's goals is the definition of translation (Newmark, 1988:28).

2. Newmark's Classification of Cultural Expression

Culture is defined by Newmark as a way of life and its manifestations that are typical of certain people who use certain languages as a tool for expressing (Newmark, 1988). Therefore, culture is expressed by supporters with an expression medium called language or we can also conclude that language is the verbal culture of a society. Culture is an idea; language is an expression. According to Newmark (1988), there are five categories of cultural elements in translation, including Ecology; Material Culture; Social Culture; Organization/Group, Tradition, Activity, Concept; and Gestures and Habits (Mojola, 1989).

Based on its form, cultural element categories of translation can be classified into:

a. Ecology

Ecology is a classification cultural category consisting of flora, fauna, and geographical name (Isnaeni, Rasyid, and Emzir, 2018). According to KBBI *edisi kelima (Kamus Besar Bahasa Indonesia)*, ecology is the science of reciprocity between living things and the natural conditions around their environment (KBBI V, 2016). Some examples of analysis regarding translation strategies in ecology are as follows:

- 1) Flora: aspen, spruce, conifer, betel palm, and birch.
- 2) Fauna: terrier, Hereford and Angus, calico, palomino, and husky.
- 3) Geographical Name or Environment: Podunk town, The Pacific, and *cul-de-sac*.

b. Material Culture

Material culture is classification of cultural categories consisting of food, drinks, clothing, home and cities, as well as transportation (Akbari, 2013). Some examples of analysis regarding the translation strategy in material culture are as follow:

- 1) Food: sandwich, marshmallow, venison, trout, and hazelnut.
- 2) Clothing: Yukata, Kebaya, Ao Dai, and Hanbok.

3) Transportation: Hatchback, Jeep, SUV, Cadillac, and Edge.

c. Social Culture

Social culture is classification of cultural categories consisting of professions and hobbies (Andriyane, Firmawan, and Tri Wahyu R, 2016). Examples of analysis regarding the translation strategy in social culture are as follows: Mrs. Ingles, nearly a foot wide, twenty-five inch, and hypochondriac.

d. Organization

Organization category is a classification of cultural categories consisting of political and administrative terms, religion terms, arts, greeting and titles (Paramarta, 2008). Some examples of analysis regarding the translation category in Organization, Tradition, Activity, Concept are as follow:

- 1) Religion terms: Father Time, and Sweet Jesus.
- 2) Greeting and Titles: Lothario, Yankee, and Makaronniki.

e. Gestures and Habits

According to Newmark (1988:102), in this culture category there is a difference between image and function that can be created if necessary, to avoid ambiguity because a body movement or habit might appear in one culture but not in another culture (Newmark, 1988). Examples of translation category in Gestures and Habits are showing the middle finger which means cursing, nodding the

head which means agreeing, and kissing the hand which means greeting or praising.

3. Molina and Albir's Translation Techniques

According to Molina and Albir (2002), translation technique is a method used to divert messages from SL to TL, applied at the level of words, phrases, clauses or sentences. Translation techniques have five characteristics: (1) Translation techniques affect the results of translation; (2) The technique is classified by comparison on the SL text; (3) The technique is at the micro level; (4) Techniques are not interrelated but based on a specific context; (5) The technique is functional.

Each expert has its own term in determining a translation technique, therefore it tends to overlap between the techniques of one expert with another. there are 18 translation techniques (Molina & Albir, 2002). Each of the technique will be elaborated below:

a. Adaptation

This technique is known as cultural adaptation technique. This technique is used by replacing the cultural elements found in SL with similar cultural elements that exist in TL (Cahyaningrum, 2013). This is applied because cultural elements in SL are not found in TL, or cultural elements in TL are more familiar for target readers. This technique is the same as the cultural

equivalent techniques. Examples of analysis regarding the translation technique of adaptation for the 'Turkey day' as follow:

SL: "We gotta get over to the Zukovs for 'Turkey Day'.
Gobble, gobble. Let's get a move on."

TL: "*Kita harus pergi kerumah keluarga Zukov untuk 'Hari Thanksgiving'. Nyam-nyam. Ayo kita segera berangkat.*"

b. Amplification

Translation technique by making explicit or paraphrasing information implicit in SL. This technique is the same as exploitation, addition, exclusive paraphrasing. Footnote is part of amplification. Reduction is the opposite of this technique (Yulianita, 2017). Examples of analysis regarding the translation technique of amplification is as follow:

SL: Oh, well, maybe 'the calico' was just playing games with her...

TL: *Oh, well, mungkin 'kucing calico' itu sedang mengajaknya bermain...*

c. Borrowing

Translation technique applied by borrowing words or expressions from SL. It can be pure (pure borrowing) without adjustment or it can be naturalized (naturalized borrowing) with adjustment to spelling or pronunciation (Manggarrani, 2019). Examples of analysis regarding the translation technique of borrowing are as follow:

1) Pure Borrowing

SL: She had been on a real bender this weekend and had devoured 'nachos', pizza,...

TL: *Ia memang habis-habisan minggu ini dan melahap 'nachos', pizza,...*

2) Naturalized Borrowing

SL: ...Constance Whitaker was a 'hypochondriac' who had too much time on her hands...

TL: *...Constance Whitaker adalah 'hipokondriak' yang memiliki terlalu banyak waktu luang...*

d. Calque

Translation technique applied by translating phrases or words in SL literally (Yugasmara, 2010). This technique is similar with the acceptance technique. Example of analysis regarding the translation technique of calque is as follow:

SL: General Secretary
TL: *Sekretaris Jendral*

e. Compensation

Translation technique applied by conveying messages to other parts of the translated text. This technique is used because the influence of stylistic (style) on SL cannot be applied to TL. This technique is the same as conception techniques (Fitria, 2015). Example of analysis regarding the translation technique of compensation is as follow:

SL: A pair of earrings
TL: *Sepasang anting-anting*

f. Description

Description is a translation technique that replacing a term or expression with a description of its form in function (Arafanti and Asmarani, 2018). Example of analysis regarding the translation technique of description is as follow:

SL: ...and then he'd traded it in for an upscale 'four-wheel drive' that could deal with the mountainous terrain and harsh winter weather.

TL: ...kemudian Dr. Martin menukarnya dengan kendaraan jenis 'Four-wheel drive²' lebih mahal yang bisa menghadapi daerah pegunungan dan cuaca musim dingin yang keras. {2 kendaraan dengan sistem transmisi yang menggerakkan keempat rodanya}

g. Discursive Creation

Discursive Creation is a translation technique that is using equivalent words that are out of context. This is applied to attract the attention of prospective readers. This technique is similar to the proposal technique (Suprpto, 2018). Example of analysis regarding the translation technique of discursive creation is as follow:

SL: Then again, she wouldn't rule anything out that might force 'Father Time' back a step or two.

TL: Tapi, ia tidak akan menolak apapun yang mungkin bisa memaksa 'sang Takdir' mundur satu atau dua langkah.

h. Established Equivalence

Technique used for terms or expressions that are familiar (based on dictionary or usual use). This technique is similar to the literal technique (Asmarani and Nugrahani, 2014). Example of analysis regarding the translation technique of established equivalence is as follow:

SL: She always gets ‘watered’ when she was slept.
 TL: *Dia selalu ‘berliur’ saat tidur.*

i. Generalization

This technique is used for more general terms in TL for SL that are more specific. This technique is applied because TL does not have a specific equivalent. This technique is similar to the acceptance technique (Prakoso, 2010). Example of analysis regarding the translation technique of generalization is as follow:

SL: ‘Oh, Jesus!’ Her scalp prickled and her heart began to knock,...
 TL: *‘Oh, Tuhan!’ Kulit kepalanya seperti ditusuk-tusuk dan jantungnya mulai berdegub kencang,...*

j. Linguistic Amplification

Linguistic Amplification is the translation technique used by adding linguistic elements in TL. This technique is commonly applied to consecutive translation and voiceover (Silalahi, 2001). Example of analysis regarding the translation technique of linguistic amplification is as follow:

SL: Pardon?
 TL: *Bisakah kamu mengulang perkataanmu?*

k. Linguistic Compression

This technique is used by synthesizing linguistic elements in TL.

This technique is the opposite of linguistic amplification. This technique is commonly used in simultaneous interpreting and translation of film subtitles (Cahyaningrum, 2013). Example of analysis regarding the translation technique of linguistic compression is as follow:

SL: Are you sure?
 TL: *Yakin?*

l. Literal Translation

This technique is applied by translating word for word and the translator does not relate to the context (Widarwati, Arianti, and Wijayava, 2019). Example of analysis regarding the translation technique of literal translation is as follow:

SL: I know that old man.
 TL: *Aku tahu itu laki-laki tua.*

m. Modulation

This technique is applied by changing the point of view, focus or cognitive in supporting it with SL. Changes of point of view can be carried out lexically or structurally (Carlo, 1982). Example of analysis regarding the translation technique of modulation is as follow:

SL: Nobody doesn't know about it.
 TL: *Semua orang juga mengetahuinya.*

n. Particularization

Particularization is translation technique where the translator uses more concrete, precise or specific terms from superordinate to subordinate. This technique is the opposite of a generalization technique (Nduru, 2017). Example of analysis regarding the translation technique of particularization is as follow:

SL: We go to Hawaii with 'air transportation'.
 TL: *Kami pergi ke Hawai menggunakan 'pesawat'.*

o. Reduction

Reduction is a translation technique that reduces information items in TL. The technique is applied by partial omission because the omission is considered not to cause distortion of meaning. This technique is opposite with the amplification technique (Nababan, 2015). Example of analysis regarding the translation technique of reduction is as follow:

SL: Washington D.C, the capital city of United States.
 TL: *Washington D.C*

p. Substitution

Translation technique of substitution, linguistic substitution and paralinguistic substitution is a translation technique that tries to change the linguistic elements with paralinguistic elements (Tirtayasa and Setiajid, 2018). For example, intonation with gestures. Example of analysis regarding the translation technique of substitution is as follow:

SL: [shake his head]
 TL: *Tidak!!!*

q. Transposition

Transposition is a translation technique that tries to change a grammatical category, like a word becoming a phrase. This technique is the same as with unit shift technique (Ordudari, 2006). Example of analysis regarding the translation technique of transposition is as follow:

SL: He uses 'slacks'.
 TL: *Dia menggunakan 'celana panjang longgar'.*

r. Variation

Variation is a translation technique by changing the linguistic or paralinguistic elements that affect variant linguistics such as textual tone changes, language styles, social dialect, geographical dialect, and others. This technique is commonly used in the translation of drama text (Forde, 1978). Example of analysis regarding the translation technique of variation is as follow:

SL: 'I want an ice cream.
 TL: *'Gue' pengen es krim.*

