

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter covers several theories to support this research. The theories will be applied as necessary to address the issue. This study will present several theories regarding the concept of translation, translation principles, translation technique, translation in international ads, and translation quality assessment.

A. Concept of Translation

1. Definition of Translation

Translation is an activity that requires knowledge and skills from the translator because what is translated is not only words, phrases, and sentences at the language level but also at the level outside the language that refers to its function. There are two types of translation: oral and written (Munday, 2016). In the translation process between two different written languages, the translator transforms the original text (source text written in the source language) into the translated text (target text written in the target language).

Pym (2014) stated that translation is the replacement of natural language symbols, which is often done in a very literal way. Meanwhile, Nida & Taber (1982) noted that translation consists of reproducing into the target language (TL) that is equivalent, close to the source language (SL), or as natural as possible, first in terms of meaning and second in terms of style.

Newmark (1988) stated that several things must be considered in translation, including context, culture, and the purpose of communication to be achieved. Context includes the social, political, and historical situation in which the original text was written. Culture consists of the values, norms, and ways of thinking in the source and target languages. Communication goals include what one wants to achieve by translating the text, e.g., for informative, persuasive, or entertainment purposes. In addition, Newmark

also emphasizes the importance of understanding the meaning and nuances of the original text and trying to preserve those nuances in the translation.

Based on the opinions above, it can be concluded that translation is a process of transferring language from the source language into the target language by maintaining the message of the source language but still adapting to the rules of the target language.

2. Process of Translation

Nida & Taber (1982) divide the translation process into three stages: analysis, transfer, and restructuring.

a. Analysis

The translator should analyze the type of text before translating the source language. In addition, the text to be translated should be understood by the translator or asked for help from others who are considered more expert and knowledgeable in the field. For example, when the translator encounters a medical issue in the translated text and does not understand the medical terms, the translator will be confused and produce a disorganized translation. That is why understanding a text is an important part of translating; all of the above can be obtained through analysis.

b. Transfer

The transfer is the next stage in the translation process after analysis. Transfer is not easy because each language has different meanings and concepts. Therefore, the translator must find the closest equivalent of words, phrases, clauses, and sentences from the source language to the target language.

c. Restructuring

The last stage is restructuring, which is a modification stage. When the translator has transferred the message with equivalent words, the translator needs to adjust the sentences for the better, separating the sentences from the source language terms with strange meanings.

From the above explanation, it can be concluded that a translator must have knowledge and skills about the source and target languages. Thus,

the translator can achieve equivalence of meaning from the source language to the target language.

3. Kind of Translation

According to Jacobson, as cited in Munday (2016), there are three categories of translation commonly used in everyday actions: interlingual, intralingual, and intersemiotic. Each category has characteristics that differ from the others. To be a good translator, a person must understand the characteristics and differences of those categories to apply the right strategy when performing their duty.

a. Interlingual Translation

Interlingual translation is the interpretation of verbal signs by means of signs of some other language. This kind of translation refers to different languages, whether bilingual or multilingual. Since this translation transfers the message of a language into a different language, it is called a bilingual translation. This kind of translation is most often done because many books and movies use foreign languages.

b. Intralingual Translation

Intralingual translation is the interpretation of verbal signs by means of other signs of the same language. It is also called a monolingual translation since this translation only involves one language. This kind of translation, where the verbal signs are interpreted by means of other signs of the same language, can include rewording and paraphrasing. Paraphrasing a poem in the same language and simplifying a text are examples of intralingual translation activities.

c. Intersemiotic Translation

Intersemiotic translation is the interpretation of verbal signs by means of signs of non-verbal sign systems. This kind of translation transfers the message from the shapes of symbols and signs into the language or other shapes. This phenomenon often occurs in our daily activities. Looking at the sign of a traffic light and trying to understand the meaning of a picture are examples of intersemiotic translation activities.

B. Translation Principles

According to Suryawinata & Hariyanto (2016), the principle of translation is divided into two categories. They are:

1. Faithfully translation principle to the original writer. This principle is trying to defend the characteristics or style of the writer. The sentence structure is also defended by not changing any sentence form. For this principle the principles that can be used are as follows:
 - a. The translation should use the words of the SL text
 - b. When read, the translation should feel like the translation
 - c. The translation should reflect the language style of the SL text
 - d. The translation should reflect the time when the original text was written (contemporary of the author).
 - e. The translation should not add or subtract things from the SL text.
 - f. Certain literary genres should be preserved in the translation.

According to principle number one above, the TL translation or text should use a literal translation of the words used in the TL text. So what is meant here is a literal translation. Principle numbers two and three mean that the translator must maintain the language style of the SL text. If the language style is preserved, the result will naturally feel like a translation when read. According to principle number five, the translator should not add or subtract words from the SL text. According to principle number six, a poem should be translated into a poem, a prose into prose.

2. The translation principle is faithfully translated to the TL text reader. This principle tries to rewrite the meaning or message with an easy word-to-understand and enjoyable structure. The following principles can be guided as follows:
 - a. The translation should give the idea of the SL text and not necessarily the words,
 - b. The translation should feel like the original text in terms of its fluidity.
 - c. The translation should have its own style.
 - d. The translation should reflect the time the SL text was translated.
 - e. The translation may be added or removed from the SL text.

- f. The translation does not have to preserve the genre.

According to these principles, the translation should convey the ideas of the SL text flexibly and understandably to the reader. In favour of the reader, the translation does not have to follow the language style of the SL text and can even add and subtract elements that are not so important. As for principle number six, some object to it. They argue that a short story should be translated into a short story, a poem into a poem, and drama into drama. This is understandable. With the freedom given in principles one to five, the translator can undoubtedly convey the idea of the SL text adequately with no need to change the genre of the SL text. The types of translation that more or less utilize these principles are dynamic, idiomatic, and communicative translation.

C. Translation Technique

The researcher uses Molina and Albir's theory about translation techniques. Molina & Albir (2002) divided there are 18 translation techniques. There are 18 techniques that translators generally use in translating a text, according to Molina & Albir (2002), there are 18 parts including; 1) Adaptation, 2) Amplification, 3) Borrowing, 4) Calque, 5) Compensation, 6) Description, 7) Distributive Creation, 8) Established Equivalence, 9) Generalization, 10) Linguistic Amplification, 11) Linguistic Compression, 12) Literal Translation, 13) Modulation, 14) Particularization, 15) Reduction, 16) Substitution, 17) Transposition, 18) Variation. In this study, the researcher only focus on transposition and modulation techniques.

1) Transposition

Transposition is a shift in form. According to Molina & Albir (2002), transposition is a translation technique performed by the translator by changing the grammatical category and structure from the source language (SL) to the target language (TL) without changing the meaning. Catford called it 'shift', while Vinay and Darbelnet in Newmark (1988) called it 'transposition'. Shift is a translation procedure that involves changing the grammatical form from SL to TL. As stated by (Newmark, 1988b), a

translation procedure consists of the grammar from SL to TL. Newmark (1988) divided transposition into several types, namely:

- a. Change from singular to plural.
 Example: SL: Clean the furniture, please!
 TL: Tolong bersihkan mebel-mebel tersebut!
- b. Shifting occurs when the grammatical structure of the SL is not present in the TL.
 Example: SL: The grass needs cutting.
 TL: Rumput itu harus dipotong.
- c. The third type of shift is a shift where a literal translation is done grammatically. However, it is not in accordance with the regular usage in the TL.
 Example: SL: The situation remains critical
 TL: Situasinya masih genting

Furthermore, Vinay and Darbelnet in Newmark (1988) stated several different possibilities of shifts in translation. Here are some versions of transposition according to Vinay and Darbelnet:

- a. Verbs in SL turn into nouns in TL.
 Example: SL: I attempt to be the winner
 TL: Usaha saya untuk menjadi juara
- b. The conjunction in SL turns into an adjective in TL.
 Example: SL: The book is such an exclusive one that I like it
 TL: Saya menyukai buku yang begitu eksklusif tersebut.
- c. Clauses in SL turn into noun groups in TL
 Example: SL: I got a nice vacation
 TL: Liburan yang menyenangkan
- d. Verbal groups in SL turn into verbs.
 Example: SL: I have just got the bag washed by my sister
 TL: Tas saya dicuci adik saya
- e. The noun group in SL turns into a noun in the TL.
 Example: SL: I drink a cup of bitter hot green Chinese tea

TL: Saya minum secangkir teh

- f. Complex sentences in the SL turn into simple sentences in the TL.

Example: SL: I was swimming with my daughter in the pool at 5 pm yesterday when you called me.

TL: Saya kemarin berenang.

- g. The last type of transposition is a shift to fill vocabulary gaps using grammatical structures. Certain transpositions arising by using different linguistics can be considered stylistic choices. Therefore, a complex sentence can generally be changed into a coordinate or two simple sentences.

Example: SL: He is (may be very pleasant, but his wife is arrogant).

TL: Dia menyenangkan tapi istrinya tidak.

Meanwhile, Machali (2000) divided transposition into several types, namely:

- a. Compulsory and automatic shifts are caused by the language system and rules. In this case, the translator has no choice but to do so.

- 1) Some plural nouns in English become singular in Indonesian.

Example: SL: a pair of trousers

TL: sebuah celana

- 2) The repetition of an adjective in Indonesian whose meaning shows the variation implied in the adjective becomes the trivialization of its noun in English.

Example: SL: rumah di Jakarta bagus-bagus

TL: the houses in Jakarta are built beautifully.

- 3) Adjective + noun becomes noun + adjective.

Example: SL: Beautiful woman

TL: Wanita (yang) cantik

- b. A shift is made when a grammatical structure in the source language does not exist in the target language.

- 1) Putting the object in the foreground in Indonesian does not exist in the concept of English grammatical structure, except in

passive sentences or unique structures, so there is a shift in form to a regular news sentence structure.

Example: SL: Buku itu harus kita bawa

TL: We must bring the book

- 2) Putting the verb in the foreground in Indonesian is uncommon in English structures, except in imperative sentences. Then, the equivalent becomes a regular news sentence structure.

Example: SL: Telah disahkan penggunaannya

TL: Its usage has been approved.

- c. Shifts are made for reasons of the reasonableness of expression.

- 1) A noun/noun phrase in the SL becomes a verb in the TL.

Example: SL: ...to train intellectual men for the pursuits of an intellectual life.

TL: ...untuk melatih para intelektual untuk mengejar kehidupan intelektual.

- 2) The combination of a formed adjective with a noun or nominal phrase in the SL becomes a noun + noun in the TL.

Example: English	Indonesian
<u>Adj + noun</u>	<u>noun + noun</u>
Medical student	mahasiswa kedokteran

- 3) A nominal phrase with an adjective formed from an intransitive verb in the SL becomes a noun + clause in the TL.

Example: Adj + noun	noun + clause
Thinking person	orang yang berpikir

- 4) All structures that Catford (1965) called class shifts are transposition. Example:

SL: The neighbours were hostile to the family.

TL: Para tetangga itu memusuhi keluarga tersebut.

- d. A shift made to fill in vocabulary gaps by using a grammatical structure.

- 1) Catford's (1965) unit shifts in "terms" are included in this type of transposition, namely from word to clause, phrase to clause,

etc., which are often encountered in the translation of English loose words. Example:

- Adept : sangat terampil
- Amenity : sikap ramah Tamah, tata krama, sopan santun
- Deliberate : dengan sengaja, tenang dan berhati-hati

2) Modulation

Modulation is a variation towards a change of viewpoint and perspective or cognitive category about the SL. Molina & Albir (2002) stated that modulation is used by the translator by changing the point of view, focus, or cognitive category of the source text; it can be lexical or structural. Vinay and Darbelnet in Newmark (1988) stated that modulation is a variation through a change of viewpoint, perspective, and very often of the category of thought. Meanwhile, Hoed (2006) noted that modulation is the provision of equivalents by translators that are semantically different in terms of the scope of meaning but give the same message/meaning in the context in question. This can be seen in the following example:

SL: The laws of Germany govern this Agreement.

TL: Perjanjian ini diatur oleh hukum Jerman.

In the example above, we see that the passive meaning is translated into the active meaning or the active sentence is translated into the passive.

Meanwhile, Suryawinata & Hariyanto (2016) stated that modulation is a strategy for translating words, phrases, or sentences. This is done if translating words with literal meaning does not produce a natural and flexible translation. For example:

SL: Tiada banding

TL: There was no comparison.

In the example above, the translator views the meaning of the sentence as a whole differently from the author. The original sentence concerns the person being spoken to, the one being ordered. However, the translation emphasises the fact that there is no comparison. Here, the verb phrase is

replaced with a noun phrase. Another translation expert, Machali (2000), takes the concept of modulation based on the view of Newmark (1988), who names modulation into compulsory modulation and free modulation.

Compulsory modulation is done when a word, phrase, or structure has no equivalent in the TL, so it needs to appear. Here are some examples:

- a. Word pairs in the SL, one of which only exists in the TL.

Example: The words *lessor* and *lessee* in English. Usually, the word *lessee* is translated as '*penyewa*,' but there is no equivalent for the word *lessor*. So, the equivalent can be found by changing the point of view or looking for the opposite: '*Orang/pihak yang menyewakan atau memberi sewa*.'

- b. The active structure in the SL becomes passive in the TL and vice versa. Example:

SL; Laporan itu akan saya sampaikan besok pagi

TL: I will submit the report tomorrow morning

Meanwhile, free modulation is a translation procedure carried out for linguistic reasons, such as clarifying the meaning of creating equivalence in the TL. Here are some examples:

- a. Expressing in TL what is implied in SL. Example:

SL: These conflicts, which more often than not have regional causes

TL: Konflik-konflik ini yang lebih sering disebabkan oleh sebab-sebab regional

- b. A cause-and-effect prepositional phrase in the SL becomes a cause-and-effect clause in the TL. Example:

SL: We all suffer from the consequences of environmental degradation.

TL: Kita semua menderita karena (adanya) penurunan mutu lingkungan.

- c. The double negative form in the SL becomes positive in the TL. Example:

SL: Conflicts are bound to occur.

TL: Konflik militer tak urung terjadi juga.

D. Translation in International Ads

Translation is an activity that requires knowledge and skills from the translator because what is translated is not only words, phrases, and sentences at the language level but also at the level outside the language that refers to its function. Translation has two types: oral and written (Munday, 2016). Oral translation is known as interpreting, while written translation is known as translation. In this case, we will focus on written translation as a form of consistency of approach.

The translation process between two different written languages is that the translator transforms the original text (source text written in the source language) into the translated text (target text written in the target language). Newmark (1988) stated that translation is a work that attempts to replace a written message or statement from one language with the same message or statement in another language. International ads translation is a complex and important process in marketing products or services globally.

International ad translation involves not only message translation but also adaptation to the nuances of the target language and culture. Translation is not a simple matter of rendering a message from one language into another but involves a complex process of cultural mediation (Chiaro, 2017). Translation is not just a matter of words but also cultural, social, and psychological factors. Therefore, in translating international ads, it is necessary to pay attention to several factors so that the message to be conveyed can be well received by the target audience.

The first factor to consider in international ad translation is language. The language used in the advertisement must match the language used by the target audience. In addition, it is also necessary to pay attention to language variations within a country, such as the language spoken in urban and rural areas. Translators must be aware of the linguistic and cultural diversity of the target audience and adapt the language accordingly (Katan, 2018). The second factor to consider is culture. Different cultures can affect the way people understand ad messages. Therefore, paying attention to the cultural values, beliefs, and social

norms prevailing in the target country is necessary. Translators must be sensitive to cultural differences and adapt the message accordingly (Lee, 2018).

Another factor to consider is context. The social and political context in the target country should also be considered, such as the economic, political, and environmental situations that affect how people perceive advertisements. Ads campaigns must be sensitive to local customs, traditions, and events (Pym, 2014). The next factor to consider is symbols and colours. Symbols and colours used in advertisements can also have different meanings in different countries. Therefore, paying attention to the meaning of the symbols and colours used in the ad is necessary. Translators must be aware of the cultural connotations of symbols and colours and adapt them accordingly (Chiaro, 2017).

In international advertising translation, it is important to consider the above factors so that the target audience can receive the message well. For example, Coca-Cola's "Share a Coke" campaign and McDonald's "I'm Lovin' It" slogan are examples of successful international advertising campaigns that adapted the message to the target culture and language.

E. Translation Accuracy

According to Nababan (2012), there are three instruments for assessing translation quality, which include indicators and scores for accuracy, acceptability, and readability. The accuracy assessment considers whether the translation is as close as possible to expressing the same meaning. The translation acceptability assessment shows whether the translation is acceptable in the target language features. The translation readability assessment checks the clarity of the translated text. In this study, the researcher only assesses the accuracy of the translated ads text data using transposition and modulation techniques.

According to Nababan (2012), translation accuracy is the level of conformity between the source text and the translated text in conveying the message, meaning, or information content. Translation accuracy shows the extent to which the meaning in the source text is successfully translated correctly, completely, and appropriately into the target text without any distortion or loss of meaning.

F. Previous Study

In terms of ad translation research, the researcher found some current studies related to the researcher's study, which will be explained in this section.

First, a study entitled "Translation Technique in Translated Commercial Break Advertisement" was conducted by Syahputra, Nasution, & Widiyanto (2022). This research aims to describe a unique phenomenon in translated advertisements. Based on 8 stanzas in SL and TL (82 words from SL and 39 words in TL), 9 literal translation techniques, 6 addition techniques, 15 reduction techniques, 4 borrowing techniques, 2 compensation techniques, 4 establish equivalence techniques, and 1 use adaption technique were found. Based on the results of the analysis, the most commonly used technique is reduction. The second most used technique is the literal translation technique. Then the other techniques found were compensation and adaptation. In conclusion, translated advertisements maintain the original text so the reader can understand the meaning.

Another study by Nila (2021) entitled "Bilingual Beauty Products Text on Social Media: Translation Methods And Affecting Factors." This study aims to identify the translation methods used to translate advertisement text about beauty products on social media. In this study, three translation methods were found: communicative translation (16), free translation (12), and semantic translation (7). Based on the results of the analysis, the researcher stated that communicative, semantic, and free translation methods can be applied to translate advertising texts. However, the most suitable method for translating advertising texts is the communicative translation method because this method produces communicative translation that is closer to the target language without changing the contextual meaning of the source language, which is better than semantic and free translation methods. In addition, several factors influence the translation method applied in translation, namely the purpose of the translation, the readership, the text type, and the translator's attitude.

Another study by Astuti (2017) entitled "Meaning on Translation of Indonesian-English Ads Text." This study aims to identify the meaning of translation in Indonesian-English advertising text and PUD books in Sukoharjo

Regency. The researcher obtained 92 data from the study but then reduced 23 of the same data. So, the total data was 69, classified into 23 phrases and 46 sentences. The researcher revealed the meaning of Indonesian-English Ads Text translation based on the Readability Concept. In this study, the meaning is shown by the concept of readability, which has 3 items. They are average sentence length, new words, and grammatical complexity. From the analysis of the three items, it can be concluded that the average sentence length in the PUD booklet of Sukoharjo Regency is in the easy criteria (39.13%). This criterion shows that each sentence is built with no more than 14 words. As for new words, the Sukoharjo PUD booklet has been completed with some cultural terms that do not have the same concept in BSA. This situation can make it difficult for foreign readers to understand their meaning. Finally, grammatical complexity in the PUD booklets of Sukoharjo District is found to be very little. Only 4.34% are included in grammatical complexity.