

CHAPTER I

INTRODUCTION

In this introduction part, the researcher presents the six-term of sub chapters of the study. Those are the background of the study, the problem of the study, the objectives of study, the significance of the study, the limitation of the study, and the definition of keyterms.

A. Background of the Study

There are many ways to communicate with others. One of them is using a language, either spoken or written. Unfortunately, there are a large number of different languages in the world. To make foreign languages understandable, people need some methods. Translation is one of them, it assists people to understand foreign languages.

Translation is a process in which the meaning of the source language is transferred into the target language. In transferring the meaning, the message of the source language will be reproduced in the target language. It is done through semantic structure between the two languages. In translating, the form may change; the meaning of the source language text that will be translated into the target language text should be the same. Translating one language to another language is not easy. Difficulties are caused by different characteristics of the source language and the target language. When translating, a translator may face some difficulties like different vocabulary,

grammatical rule, collocation, idiom, and culture. Culture is a way of life strange to one group of people. Different community may have different culture. Different geography, beliefs, arts, social organizations, worldview and other various factors become the reason of the differences. These differences make each culture unique. To call someone in Indonesian culture, for instance, people usually wave their right hand up and down with their palm facing toward the person called. In contrast, in British culture the hand is waved with the fingertip up and down the palm facing the person calling. This difference is influenced by their culture.

Culture influences many aspects of life. One of them is language. Language is a part of life which cannot be separated from the culture of its user. What people do and experience in their life is always reflected in their language. Simatupang says, as cited in Dasril (2011), the cultural difference shown by language is clearly seen in the form of words or vocabularies.¹ Some of these words like *monsoon*, *dacha*, *tagliatelle* are specific and typical to certain cultures. These words are called cultural words. Cultural words are words peculiar to one culture. Every language has its own cultural words. They may vary from one language to another since there are no two languages that have the same culture. A cultural word found in a culture may not be found in another and vice versa. Cultural words are very interesting to be noticed in translation. These words reflect certain culture and cannot be translated literally. Larson as cited in Dasril (2011), the difference between

¹ Dasril, "Categories of Cultural Words as Found in the Da Vinci Code by Dan Brown and the Procedures in Translating Them Into Indonesian By Isma B. Koesalamwardi", (Thesis, Andalas University, 2011), 2.

cultures becomes the main reason.² It is one of the most difficult problems in translating. A translator may get difficulties in translating cultural words because he deals with not only two languages but also two cultures at the same time. In this case, he acts as a bridge to bridge between two languages and two cultures as well.

At the end, translating Indonesian cultural words into English is an interesting topic to be analyzed since each language has its own cultural words that may differ from one language to another. Looking at how a translator translates Indonesian cultural words into English is an important research to be explored to know deeper about cultural words and to find out what translation procedures should be applied so that a better translation can be produced.

In this case, *Merry Riana: Mimpi Sejuta dolar* is Indonesian motivational book written by Alberthiene Endah and translated into the same title *Merry Riana: Million Dollar Dream* by Maggie Tiojakin. It is one of best-selling novels in Indonesia and has been translated into English for wider distribution around the world due to lots of requests from many other countries. It has also been adapted into a movie released in 2014. Hence, the researcher picks this topic up to present in-depth examinations. The researcher selects the book and its translated version as the data sources analyzed in terms of culture terms. Briefly, according to the theoretical explanation and the reason above, the researcher decides to carry on a study

² Ibid., 2.

entitled “**Domestication and Foreignization: An Analysis on Cultural Terms in Alberthiene Endah’s *Merry Riana: Mimpi Sejuta Dolar* Translated Into *Merry Riana: Million Dollar Dream* by Maggie Tiojakin**”.

B. Problem of the Study

Based on the background of the study, more specifically, the study mainly focuses on the following research questions:

1. What types of cultural terms in Alberthiene Endah’s *Merry Riana: Mimpi Sejuta Dolar* are found in *Merry Riana: Million Dollar Dream* translated by Maggie Tiojakin?
2. What strategies are used to translate the cultural terms in Alberthiene Endah’s *Merry Riana: Mimpi Sejuta Dolar* translated into *Merry Riana: Million Dollar Dream* by Maggie Tiojakin?

C. Objectives of the Study

According to the research problems above, the real aim of the present study are as follows:

1. To describe types of cultural terms in Alberthiene Endah’s *Merry Riana: Mimpi Sejuta Dolar* found in *Merry Riana: Million Dollar Dream* translated by Maggie Tiojakin.
2. To describe strategies used to translate the cultural terms in Alberthiene Endah’s *Merry Riana: Mimpi Sejuta Dolar* translated into *Merry Riana: Million Dollar Dream* by Maggie Tiojakin.

D. Significance of the Study

According to the problems and objectives, this study is expected to give the contributions as follows:

1. For the lecturers

The research findings of this study are addressed to give the useful considerations to the lecturers in order to give a wider perspective of Indonesian culture term translation to their material of teaching translation.

2. For the students of English Department

The research findings of this study are expected to give more knowledge and information to the students about translation topic especially in culture terms.

3. Other or future translators

This study is expected to be an additional input about what should be considered in translating material cultural terms in order to produce a good translation which is accurate, and can be easily understood by the readers.

4. Other researchers

The result of this research can be used as a further research in translating a cultural book.

E. Scope and Limitation of the Study

In this study, the researcher aims to evaluate Alberthiene Endah's novel and its English version using Newmark's types of cultural terms, Venuti's domestication and foreignization ideology and Pederson's strategies used in translating the cultural terms. The scope of the study is *Merry Riana: Mimpi Sejuta dolar* and its English translation, *Merry Riana: Million Dollar Dream*. Moreover, the analysis focuses on types of cultural terms found in the translation version, translation ideologies (domestication and foreignization) and strategies used in translating *Merry Riana: Mimpi Sejuta dolar* into *Merry Riana: Million Dollar Dream*.

F. Definition of Key Terms

To avoid the misunderstanding of some terms used by the researcher, the key terms are defined as follows:

1. **Cultural terms**, as states by Mona Baker in Fitriyani (2013), is a source language word that may express a concept which is totally unknown in the target language. The concept in question may be abstract or concrete; it may relate to a religious belief, a social custom, or even a type of food. Such concepts are often referred to as culture-specific items.³

³ Hari Ratih Fitriyani, "Foreignization and Domestication of Indonesian Culturally-Bound Expressions of Pramoedya Ananta Toer's *Bumi Manusia* in Max Lane's *This Earth of Mankind*", (Thesis, Yogyakarta State University, 2013), 13.

2. **Domestication** proposed by Venuti, as cited in Gunawan (2011), is a process of “an ethnocentric reduction of the foreign text to target-language cultural value, bring the author back home”.⁴
3. **Foreignization** states by Venuti, as cited in Gunawan, is a process of “an ethno deviant pressure on those (cultural) values to register the linguistic and cultural difference of the foreign text, sending the reader abroad.”⁵
4. **Strategies** in translation, as states Molina and Albir in Rimari (2010), are the procedures (conscious or unconscious, verbal or non verbal) used by the translator to solve problems that emerge when carrying out the translation process with particular objective in mind.⁶

⁴ Rizki Gunawan, “The Translation Strategy of Cultural Words in Laskar Pelangi”, (Thesis, State Islamic University of Syarif Hidayatullah, 2011), 28.

⁵ Ibid.

⁶ Zeni Rimari, “A Translation Analysis of Indonesian Material Cultural Terms in “Tenun Ikat” and in The English Translation “Indonesian Ikats””, (Thesis, Sebelas Maret university, 2010), 11.