

CHAPTER II

LITERATURE REVIEW

The second chapter presents the related literature referred in this study and aims to give more information about some relevant theories and some studies conducted on this topic.

A. Translation

Translation is rendering meaning of text into another language in the way that the author intended the text (Newmark, 1988). In short translation is means to understand the meaning of a text into desirable language. A rather simple definition of translation as the replacement of textual material (SL) by equivalent textual material in another (TL) is suggested by Catford (1965). In this respect, Catford is more concerned with formal language rules and grammar, rather tahn the context or the pragmatics of the text to be translated. Nonetheless, he stressed that : “Since every language is formally sui-generis, and formal correspondence is, at best, a rough approximation it is clear that the formal meaning of SL items can rarely be the same” Catford (1965). Indeed, form is a vehicle of meaning, and translation consist mainly of transferring the meaning of the SL text into the TL.

Hence, translation, according to Larson (1984) is classified into two main types, it is called form-based translation and meaning-based translation. Form-based translation attempts to follow the form of the source language (SL) and it is known as literal translation, in the other hand, meaning-based translation makes very effort to communicate the meaning of the SL text in the natural forms of the target language (TL). Such translation is called idiomatic translation. A literal translation sounds like nonsense and has little communication value. The literal translation can be understood if the general grammatical form of the two languages is

similar, in this case the literal translation preferably used if the source language are Indonesian language and the target language is Malay which has similar grammatical form.

Larson (1984) stated that idiomatic translations use the natural forms of the target language both in the grammatical constructions and in the choices of lexical items. A truly idiomatic translation does not sound like translation. It sounds like it was written originally in the target language and can be easily understood by target language reader. Therefore, a good translator will try to translate idiomatically if the source and target language has different grammatical form. In other words, it favors a maximum equivalence of meaning and affect as suggested by Nida and Taber (1982) translation consist of reproducing in the target language (TL) the closest natural equivalent of the source language (SL) message, first in term of meaning, and secondly in terms of style. This definition reveals a notion of equivalence in translation at the semantic and stylistic levels. It views translation as a reproduction of a similar response of the TL reader by reproducing equivalent meaning and style. In other words, it favors a maximum equivalence of meaning and effect as suggested by.

Most definitions of translation describe an aim being sought from translation. Others are instructions on how to translate, or list of factors that should be taken into consideration when translating. Mounim (1976), for example, suggests that to translate is not only to respect the structural or linguistic meaning of a text but also the global meaning of the message including the environment, the period, and the culture. In brief, it seems that definitions differ from one another in certain aspects. While some definitions present the aim of translation, others describe the profession itself, the translator as a mediator in a communication process, or considered as the general aspect of interlingual transfer.

B. Type of Translation

There are some types of translation, which are used for translators standart. Catford (1978) divides the three aspects of translation differently, consist of extent, level, and ranks.

Based on the extent, the types of translation are :

1. Full translation, it is type of translation in which every part of the Source Language (SL) text is reproduced by the Target Language TL text materials.
2. Partial translation, tehere are only some parts of the Source Language (SL) text to be translated onto the Target Language (TL) text

In terms of level, the types of translation are :

1. Total translation, the trabslation which source language (SL) grammar and lexis are replaced by equivalent target language (TL) grammar and lexis
2. Restricted translation, While in Restricted translation the replacementof source language (SL) grammar by equivalent target language (TL) grammar but with no replacement of lexis, and replacement of SL lexis by equivalent TL lexis but with no replacement of grammar.

Interns of rank,translation is divided into:

1. Rank bound translation , it means that the selection of TL text equivalent is limited at only one rank, such as word-for-word equivalence, morpheme-for-morpheme equivalence, etc.
2. Unbounded translation, it can move freely up and down the rankscale.

In this study, the research need to know what kind of translation uses by translator in order to categorize which translation procedure used by the translator. According to Razmjou (2004, para 11) :

A good translator is someone who has a comprehensive knowledge of both source and target language...reading recently published articles and journals on theoretical and practical aspect of translation. The articles will not only improve the students' reading skill in general, but also give them insights which will subconsciously be applied when actually translating.

In short, Razmjou pointed out that translators need to learn some of its theory in order to be more eligible as a translator and success at conveying the author message to wider reader.

C. Process of Translation

There are some processes that need to be done by translator while translating a text. Some experts classified it to many kinds of process based on their understanding about it.

Nida and Taber (1982, p.33) proposes the process of translation consist of three stages :

- (1) Analysis : the surface structure (i.e. the message, as given in the SL) is analyzed in terms of the grammatical relationships and the meanings of the words and combinations of words.
- (2) Transfer : the analyzed material is transferred in the mind of the translator from the SL to the TL
- (3) Restructuring : the transferred material is restructured in order to make final message fully acceptable in the TL.

This approach illustrated as follows:

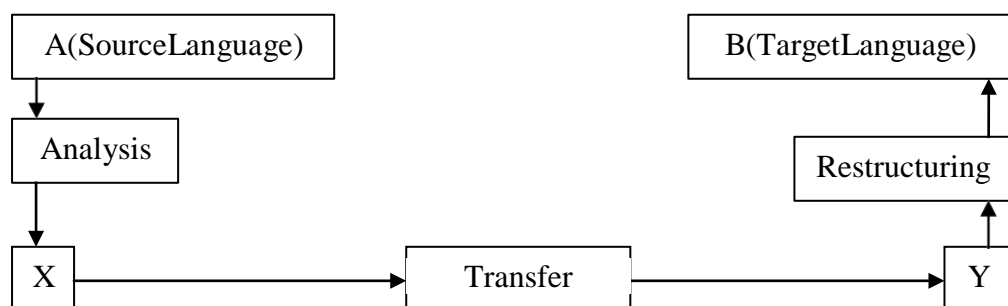


Figure2.1 Nida&Taber's ProcessofTranslation

Newmark (1988, p.144) pointed out that there are three basic translation processes:

1. The interpretation and analysis of the SL text
2. The interpretation and analysis of the SL text. the translation procedures, which may be direct or on the basis of SL and TL corresponding syntactic, or through and underlying logical interlanguage.
3. The reformulation of the text in relation to the researcher's intention, the reader's expectation, the appropriate norms of the SL, etc

In the study, the research uses theory stated above as a guideline for her later research, in order to understand translator process of translation which later can be used as one of the tools to categorize some of the translation procedure applied in caption in Instagram

D. Translation Procedure

Translator experts have devised various procedures to deal with different types of texts in translation, translators may use a variety of procedures which differ according to the contextual aspect of both the source text and the target text. In this paper, the researcher focused on translation procedures based on theory put forward by Peter Newmark.

The following are the different translation procedures that Newmark (1988) proposes :

1. Transference

Transference (loan word transcription) is the process of transferring a source language (SL) to a target language (TL) text as a translation procedure (Newmark, 1988 p.81)

2. Naturalization

The procedure is transference and adapts the SL word first to the normal pronunciation, and then to the normal morphology (word-form) of the TL (Newmark, 1988 p.82)

3. Cultural Equivalent

This approximate translation where a SL cultural word is translated by a TL word (Newmark, 1988 p.82)

4. Functional Equivalent

This common procedure, applied to cultural words, requires the use of a culture-free word sometimes with a new specific term; therefore, to neutralize or generalize the SL word; and sometimes adds a particular thus (Newmark, 1988 p.83).

5. Descriptive Equivalent

In translation, description sometimes has to be high against function. Thus for machete (Newmark, 1988 p.83)

6. Componential Analysis

This procedure is about comparing an SL word with a TL word which has a similar meaning but is not an obvious one-to-one equivalent, by demonstrating first their common and then their differing sense components (Newmark, 1988 p.90)

7. Synonym

This procedure is used SL word, what there is not clear one-to-one equivalent, and the word is not important in the text, in particular for adjective of quality (which in principle are outside the grammar and less important than other components of sentence). A synonym is only appropriate where literal translation is not possible and because the word is not important enough for componential analysis (Newmark, 1988 p.84)

8. Through-translation

The literal translation of common collocation, names of organizations, the components of compounds and perhaps phrases has known as calques or loan translation (Newmark, 1988 p.84)

9. Shift or Transposition

This procedure involves a change in the grammar from SL to TL. According to Newmark (1988, cited in Sayogi 2009) transposition consists of four types of grammatical changes those are :

- Automatic transposition is caused by the grammatical structure of a language and offers the translator no choice. e.g. *Shoes* in English Language into *Sepatu* in Indonesian language.
- Transposition required when a SL grammatical structure does not exist in the TL, e.g. *Kelas itu harus kamu ambil* is translated *you should take that class*. The translation above shows that the object 'kelas' in SL is located forward. This passive form does not exist in TL so sentence should be changed into active voice.
- Transposition that is grammatically possible but may not accord with natural usage in the TL. For instance the TL noun phrase can be shifted into a TL verbal phrase, e.g. *we must all responsible for the existence of fresh water* is translated *kita semua bertanggung jawab untuk menjaga air bersih*.
- Transposition are replacement of a virtual lexical gap by a grammatical structure e.g. He is very pleasant, but his wife is arrogant translated *ia sangat baik sekali tetapi istrinya sombong*. (Sayogie, 2009 p.70-72).

10. Modulation

This procedure occurs when the translator reproduces the message of the original text in the TL text in conformity with the current norms of the TL, since the SL and the TL may appear dissimilar in terms of perspective (Newmark, 1998 p.88)

11. Recognised Translation

This translation procedure normally use the official or the generally accepted translation of any institutional term (Newmark, 1988 p.89)

12. Translation Label

This is a provisional translation, usually of a new institutional term, which should be made in inverted commas, which can later be discreetly withdrawn. It could be done through literal translation (Newmark, 1988 p.82), thus : ‘heritage language’ and ‘language d’heritage’

13. Compensation

It occurs when loss of meaning, sound effect, metaphor or pragmatic effect in one part of a sentence is compensated in another part, or in a contiguous sentence. (Newmark, 1988 p.90)

14. Reduction

It means that not every word of source language (SL) sentence is translated into target language (TL). There are certain parts that are removed, but sometimes some of them are very important to be translated. In that case it involves the context sentence. Therefore, the translator should make sure that no crucial information is dropped in the target language (TL) (Newmark, 1988 p.90)

15. Expansion

The expansion or sometimes called addition, is normally used by translators to find equivalent meanings by adding with specific words in the target language without adding the meaning of the source text due to grammatical differences between the source language and target language, (Newmark, 1988 p.90)

16. Paraphrase

This is an amplification or explanation of the meaning segment of the text. it is used in ‘anonymous’ text when it poorly written or has important implication and omission.

17. Other Procedure

Newmark also mention procedures from Vinay and Darbelnet’s Equivalence and adaptation will be described below (Newmark, 1988 p. 90-91) :

a. Equivalence

The term is used to refer to cases where language describe the same situation by different stylistic or structural means

b. Adaptation

As stated by Newmark (1988 p.91) “use of a recognised equivalent between twi situations. This is a matter of cultural equivalence, such as ‘Dear sir’ translated as *Monsieur*, ‘yours ever’ as *Amities*.”. Adaptation is used in those case where the type of situation being refused to by the SL message is unknown in the TL culture.

18. Couplets

This procedure occurs when the translator combines two different procedure (Newmark, 1988 p.90)

19. Notes

Notes are additional information in a translation (Newmark, 1988 p.82)

E. Instagram

1. Definition of Instagram

According to Dan frommer in website Bussiness Insider.com states that instagram is one of the new social media which is started

and existed in 2010. It is a simple photo-taking and photo-sharing app that has taken over Silicon Valley and its filling our twitter feed with fun, cute photographs. In the beginning of the launching, it designed just for Apple android that can be downloaded for free by Apple's Application Store. However, as fast as the growing of the technology in the world many others brand which also launch their android and of course they also can access the instagram application, such as Samsung, Asus, and many others.

2. The Fuction of Instagram

Dan Former in website Business Insider Indonesia.com also states taht firstly, instagram is not only for taking pictures but also adding filters to make them lookretro, and then for sharing them with sites like Twitter, Flickr, Tumblr, and Facebook. Secondly, it is a simple social network of other people's photos. You can "like" or comment on the photos, and see what's new. It's easy and doesn't take much time or effort. This is one of the reason it has become so popular so quickly.

Instagram has become a community where we can capture and share the world's moments simply and beautifully. Some moments, however, need more than a static image to come to life. Until now these stories have been missing from Instagram.

3. The Precentage of Instagram User in The World

Dan Former in website Business Insider Indonesia.com explain that the Instagram team announce excitedly that the Instagram community has grown to oer 80 million registered users who have shares neraly 4 billion photos. Since the launching of Instagram in October 2010, they expanded from one platform to two, bringing Instagram to Android users.

As the community has grown, we've seen people sharing photos from all around the world, from Korea to Bolivia, and even underwater. They were humbled by the amazing photos from people's lives that can be seen everyday on Instagram, and they give a lot thank for being part of this growing community.

1. The Newest Instagram version 10.3.2

Tim Hardwick in website Dumet Development : Web and Mobile Development explain that Instagram announced that there was a text translation feature development for its flagship app that will roll out in the coming month. Once live, users will see a new "See Translation" button beneath photos and user profiles which will automatically translate comments, captions, and bios into the language settings. The machine translation feature will support 24 language to begin with, but the option will not show on older comments or those it does not recognize the language of.

Twitter and Facebook have offered automatic translation features for a while now, so the intriduction of the feature brought the service in line with the other big social networks.

Instagram which was owned by Facebook has been busy tweaking its platfoem recently, with a new logo and redesign app among the changes. Earlier this week, it announced that the photo-based social network is now used by over 500 million people, with 300 million using the app everyday and 80 percent of users living outside the U.S.

F. Previous Study

In previous studies section the writer shows the related topic with this study. The first study the writer used thesis made by Sulistiyowati (2013) entitled *The Translation Procedures Applied in the English Subtitle of the Indonesian Movie Entitled "The Raid"*. The data was the dialogue and the subtitle of "The Raid" movie. In the analysis, the data were

analyzed by using three steps based on the theory of Miles & Huberman, i.e. data reduction, data display, conclusion drawing and verification. The results her study revealed that the procedures applied by the translator involved : addition and transposition (structural procedure), borrowing, cultural equivalent, descriptive equivalent, synonym, addition, deletion/ommission and modulation (semantic procedure). Among all of the translation procedures proposed by Suryawinata & Hariyanto, only four procedures were not applied in this study namely subtraction, componential analysis, official translation, and reduction/expansion. Febriana's paper has the same type of subject and same type of approach however Febrina's paper analyze her data using three steps based on the Translation Procedures theory of Miles & Huberman, Surawinata & Haryanto and this paper focused on newmark theories.

The second thesis made by Marcellina (2015) entitled *Traslation Procedures applied in the subtitle of divergent movies*, this thesis is a qualitative Reserch it focused on analyzing and identifying translation procedures applied in the subtitle of divergent movies, this paper has the same type of object and same approach, However Marcellina's paper uses Suryawinata and Haryanto Classification of Translation procedure, and this paper use Theory proposed by Newmark. This thesis influenced the researcher as understanding of translation procedures as a theory applied in the writer's study.