

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE**

This chapter contains the definition of the terms and synthesis the previous literature which related to Perception, social media, English content, TikTok, and English competence.

#### **2.1 Loss and Gain in Translation**

According to (Bassnett, 2002), the loss or gain of meaning in translation is influenced by language differences, resulting in potential untranslatability. Translators are faced with the challenge of selecting a target language (TL) expression that closely captures the intended meaning, considering factors such as the absence of certain tenses in the TL and the different interpretations of SL and TL readers. The recognition that complete sameness between languages is unattainable allows for a discussion on the phenomena of loss and gain in the translation process. It is important to note that literal substitutions or the use of related equivalents, such as synonyms, may lead to information loss, while the explicit rendering of implicit meaning components can result in information gain.

Loss is observed in translation when the target language unit fails to capture the complete meaning components of the source language unit, as per Roger T. Bell's theory (Larson, 1998). Conversely, gain occurs when the target language text includes elements not expressed in the source language text, often achieved through the translation of implicit source language units into explicit target language units (Larson, 1998). It is important to note that the use of literal substitutes or related equivalents, such as synonyms, can result in information loss if they do not encompass the entirety of the unit's meaning components. On the other hand, information gain is realized when the implicit components of meaning carried by the source language unit are made explicit,

which can be facilitated through techniques like loan word modification. Linguistic and cultural factors both play integral roles in the occurrence of loss and gain in translation, with the two factors being interconnected rather than existing in isolation.

In order to analyze the various forms of structural loss and gain in the translation process, Basnett's theory of loss and gain is employed. Basnett (1991:30) argues that recognizing the absence of complete equivalence between languages is crucial for understanding the dynamics of translation. This perspective allows for a comprehensive exploration of what is both lost and gained during the translation process. It challenges the notion that translation solely results in loss by highlighting the potential for translators to enrich or clarify the source language text through their translation choices.

Supporting this perspective, Roger T. Bell's theory further emphasizes the importance of considering gains alongside losses in translation discussions. Bell's theory suggests that translation should not solely focus on what is lost in the transfer from source language to target language but should also acknowledge the potential gains that can arise from the translation process. The translator's role goes beyond mere replication; they have the capacity to enhance and enrich the source language text, providing additional layers of meaning and clarity. By acknowledging the possibility of gains in translation, a more nuanced and balanced understanding of the translation process emerges, allowing for a deeper appreciation of the translator's creative contributions and the overall impact on the target language text.

According to Zequan (2003), the factors contributing to changes in meaning, including loss and gain, extend beyond grammatical considerations and also encompass ideological aspects. Ideology plays a crucial role in the translator's decision-making process when selecting translation units for the target text. The translator may opt to transform a source language unit to align more closely with the target reader's cultural

and linguistic context, ensuring the natural flow of the text and facilitating its reception as a distinct entity. This approach allows the translation to be perceived as a fresh, independent text tailored to the target audience, highlighting the influence of ideology in shaping the translation outcome.

According to Catford (1965: 98), linguistic factors are said to generate the occurrence of loss or gain in the translation if the translator fails to find the TL equivalent because of the difference between the SL and the TL. Information loss arises from differences in the systems of the SL and the TL, wherein one language may possess a specific label for a concept while the other lacks an equivalent term, despite the shared nature of the concept.

However, it should be noted that linguistic factors rarely impact changes in semantic components when a concept is shared between the two languages and is likely to have labels in both. Instead, linguistic factors are more closely associated with category and level shifts (Sipayung, 2018). While changes in form at the level or category of language units may occur due to variations in the way of expression, this falls beyond the scope of the present discussion on loss and gain in translation.

The cultural factor in translation is to influence the occurrence of loss and gain, if "a situational feature, functionally relevant for the SL text, is completely absent from the culture in which the TL is a part" (Catford, 1965: 99). Loss and gain of meaning in translation are not solely influenced by differences in language systems between the source language (SL) and the target language (TL), but also by cultural factors. Cultural differences encompass broader aspects such as material, social, and ecological elements associated with a particular context. In the context of this translation, cultural differences manifest in the absence of the concept of "dukun" in the target language culture, rendering it unfamiliar to the target readers.

## **2.2 Culture-Specific Items**

### **2.2.1 The Theory of Culture-Specific Items**

In 1984, Larson presented a definition of culture as a complex interplay of beliefs, attitudes, values, and rules shared within a specific group of people (Larson 1984: 431). Translators face the challenge of comprehending and conveying the cultural nuances and elements embedded in the source language (SL) to the target language (TL) audience, as highlighted by the theory of culture-specific items. Newmark further emphasizes that culture encompasses the distinct way of life and its expressions peculiar to a community using a particular language (Newmark 1998: 94). Culture-specific items, as a central concern for translators, encompass the cultural knowledge and background that require careful handling and adaptation in the translation process (Putry et al., 2021).

Cultural specificity is inherent in every language group, presenting a challenging aspect when translating literary texts due to cultural differences. Each culture possesses its unique viewpoints and areas of emphasis, with varying levels of technicality. Consequently, the vocabulary available to discuss a specific subject varies across different cultures (Larson 1984: 95).

### **2.2.2 Translation of Culture-Specific Items**

The primary challenge faced by translators is the absence of direct correspondence between languages (Hatim & Munday, 2004). Certain words may exist in multiple languages, but finding an equivalent that is readily usable can be difficult (Larson, 1984/1998:117–8). To address this issue, Nida adopted ideas from semantics to analyze meaning across languages. One such technique is semantic analysis, which examines the fundamental meaning components of

a word and allows for comparison with other terms in the same semantic field.

Kernel analysis plays a crucial role in the process of translating from the source text (ST) to the target text (TT). This aligns with Nida's universalist hypothesis, which suggests that languages agree more on the level of kernels than on more complex structures (Nida & Taber, 1969:39). Kernels are combinations of items from four basic semantic categories: object words (nouns referring to physical objects, including humans), event words (actions typically represented by verbs), abstracts (qualities and quantities, including adjectives), and relational terms (including linking devices and gender markers).

According to Bassnett, loss or gain of meaning in the target language translation (TLT) occurs due to language differences (1991:30). These differences often result in untranslatability (Bassnett, 2002) (Rasyki et al., 2019), leaving the translator with no choice but to select a TL expression that closely captures the intended meaning. Language differences can arise from various factors. For example, the absence of certain tenses in the target language may lead to a loss of temporal meaning, while differences in the readers' cultural perspectives between the source language (SL) and the target language (TL) may result in both a reduction and an augmentation of meaning. Translators employ strategies, such as addition and combination, to compensate for meaning loss and to better adapt the TLT to the TL audience. These strategies, also known as re-drafting strategies, are employed after identifying instances of meaning loss through semantic analysis (Liu, 1999).

### **2.3 Kind Looking Eyes**

Kind Looking Eyes is a compilation of fifteen short stories written by Ahmad Tohari, which were originally published in various newspapers between 1983 and 1997.

The book, first published in Indonesia in 2015 by Gramedia Pustaka Utama, has been translated into English by Tirsa Tanagara and edited by Rosemary Kesaully. These short stories possess distinctive characteristics, highlighting the cultural values of Banyumas and portraying the lives of the impoverished and working-class individuals, depicting their struggles and hardships.

Ahmad Tohari is a renowned Indonesian writer who excels in vividly portraying the rural landscapes and incorporating Banyumas culture into his writings. His notable works include the trilogy centered around Srintil, a traditional dancer (ronggeng) from Paruk Village, namely "Ronggeng Dukuh Paruk," "Lintang Kemukus Dini Hari," and "Jantera Bianglala." His literary achievements extend beyond Indonesia, as he participated in the Fellowship International Writers Program in Iowa, United States, in 1990 and received the Southeast Asian Writers Award in 1995. In 2007, Tohari released "Ronggeng Dukuh Paruk" in the Java-Banyumasan language, marking the first novel written in this dialect. For his contributions, he was honored with the Rancage Award in 2007. Several of his works, including *Kind Looking Eyes*, have been translated into English.

Understanding the translation of culture-specific items (CSIs) in *Kind Looking Eyes* and the theories supported by experts in the field holds significant value in the realm of education. By delving into the process of translating CSIs, students in English departments can gain insights into the complexities and challenges faced by translators when bridging the gap between different languages and cultures. It allows them to explore the intricacies of semantic analysis, the identification of meaning loss or gain, and the strategies employed to convey the intended message accurately. This understanding promotes cultural exchange, intercultural communication, and enhances students' translation skills, preparing them for future endeavors in the field of translation.

and contributing to their overall linguistic and cultural competence.

## **2.4 Review of Previous Study**

The review of previous study purposes to prevent plagiarism. The researcher discovered several studies that were linked to this subject while producing this thesis. The first research is arranged by Azizta Laksa Mahadikengrat (2016) entitled “*Foreignization and Domestication of Culture-Bound Terms in The English Translation of Ahmad Tohari's “Kind Looking Eyes”*”. This study focuses on the translation strategies of culture-bound terms in Ahmad Tohari's short story collection "Kind Looking Eyes" translated into English by Tirsia Tanaraga. The study aims to identify whether foreignization or domestication strategies are employed and determine the translation ideology by analyzing the prominence of each strategy. The study is qualitative in nature, analyzing the cultural significance of terms and comparing the ratio of foreignized and domesticated terms to reveal the translation ideology. The result of the study indicates that out of the 33 culture-bound terms analyzed, 23 terms were translated using domestication strategy while 10 terms used foreignization strategy. The dominant use of domestication strategy suggests a tendency to assimilate the terms into the target language's cultural values, particularly impacting the representation of Javanese and Islamic cultural values. It focuses on the translation strategies of culture-bound terms in Ahmad Tohari's short story collection "Kind Looking Eyes" and the determination of translation ideology based on the prominence of foreignization and domestication strategies. It specifically examines how the translator chooses to adapt culture-bound terms to the target language cultural values, with an emphasis on revealing the translation ideology.

On the other hand, this research on loss and gain in the English translation of culture-specific items (CSIs) in "Kind Looking Eyes" aims to investigate the

phenomenon of loss and gain in translation, particularly focusing on the translation of CSIs. It utilizes Roger T. Bell's theory of componential analysis to analyze the meanings and cultural connotations embedded in the CSIs and how they are rendered in the target language. The objective is to identify instances where the translation accurately captures the essence of the CSIs and cases where there may be a loss or gain in meaning during the translation process (Bell, 1991). While both studies analyze the translation of culture-related elements in "Kind Looking Eyes," the specific research questions, methodologies, and focus areas differ. The previous study concentrates on translation strategies and translation ideology of culture-bound terms, while this research delves into the loss and gain of meaning in the translation of CSIs using Bell's theory.

The second previous study is by Farah Noor Syalies (2015), entitled "*A Loss and Gain in Equivalence Analysis of Noun Phrase in Strawberry Shortcake Bilingual Series Dandanan Kacau Makeover Madness*". The purpose of this study is to analyze the Mona Baker's equivalence deal with loss and gain in NP between SL and TL on a short story and the equivalence techniques that dominate to give effect loss or gain information on a short story. The researcher uses descriptive qualitative method. The result of this study shows that all of baker's equivalence level occur in noun phrases of this story. Word level occur in this noun phrase mostly, and grammatical level occur less in noun phrases of this story. In addition, word level also gives the most loss information and in pragmatic level gives gain information. The similarity between the previous study and this research examine the concept of loss and gain in translation. They both aim to analyze the impact of translation on the equivalence and information conveyed in the source language (SL) and target language (TL). However, there are differences in the specific focus, methodology, and textual analysis.

The previous study focuses on the analysis of noun phrases (NPs) in the



"Strawberry Shortcake Bilingual Series Dandan Kacau Makeover Madness" and utilizes Mona Baker's equivalence theory to explore the loss and gain of information between the SL and TL. The study employs a descriptive qualitative method to examine the different levels of equivalence (word level, grammatical level, and pragmatic level) and their impact on the NPs in terms of loss and gain of information.

On the other hand, this research examines the loss and gain of meaning in the English translation of culture-specific items (CSIs) in Ahmad Tohari's short story collection "Kind Looking Eyes." It utilizes Roger T. Bell's theory of componential analysis to analyze the meanings and cultural connotations embedded in the CSIs and their translation into English. The focus is specifically on the CSIs and the impact of translation on their meaning and cultural representation.