

## CHAPTER II

### REVIEW OF RELATED LITERATURE

In review of related literature, the researcher gives explanation about some theories which are related to translation ideology of culture words. This thesis uses theories for basic information and for data analysis. This chapter discusses about 5 subchapters: culture, theory of translation, translation strategies and translation ideology. In this research, there are several points of theories. First, in the culture point, the researcher reviews about the theory of culture and culture words using Newmark (1988: 95 - 102) theories. The second is the translation point, the researcher reviews about translation strategies by Vinay and Darbelnet in Venuti (2000: 84-93) and the theory of translation such as: the definition of translation, translation process, translation work and translation equivalent. In the main point is translation Ideology, the researcher uses theories from Venuti's theory (2004:49). To support a good analysis in this thesis, the researcher uses several related theories from books, theses, journals and websites. Therefore, the researcher reviews some previous research to make sure that it can help the researcher in doing and guiding her research, also to restrain duplication or plagiarism in the previous research about the similar topic since the research conducted by the researcher must be original.

This thesis is relevant to the research done by Umi Uswatun Chasanah (2012). The thesis' title is *A Translation Analysis on Ideology of Translation of the chronicles of Narnia "the Magician Nephew" Written by C.S.Lewis*. Chasanah's wrote about the ideology of translation, especially the Domestication and Foreignization in translating English into Indonesian language. This thesis is relevant to Chasanah's study, because it also focuses on the translation ideology theory which consists of Foreignization and Domestication. Her research is focusing on the ideology used in translating the culture words found in the novel. This thesis also focuses on the culture words for the analysis. Therefore, the culture words analyzed are more specific using Newmark's theory. Chasanah's

research is quite different from this thesis. In her research, she used Newmark's V diagram translation methods for culture words analysis. Meanwhile, in this thesis, the researcher applied translation strategies to analyze the culture words.

## **2.1 Culture**

Based on Cambridge Electronic Dictionary (2008), "Culture is the way of human life, especially the general customs and beliefs, of a particular group of people at a particular time." From the statement above, it is about custom and beliefs that attaches usually human life. Culture is the way of life and its manifestations that is peculiar to a community that uses a particular language as its means of expression. Culture included into a translation work. There is relation between translation and culture.

The famous expert has statement that, "Cultural translation is a translation in which the content of the message is changed to conform to the receptor culture in some way, and/or in which information is introduced which is not linguistically implicit in the original" (Nida and Taber, 1969:199). From that statement, it means that translation is process of transferring language and some cultural items into the TL. It also helps in order to make the target reader comfortable with the translation culture work. The content of the message can be changed into the content in the culture of the target reader that is more familiar, natural and acceptable to the target reader. In culture there are seven elements, social organizations, work, science, technology, religion, art, and language. Language is one of the culture elements that could be present in a text. However, the cultural elements are not always fully presented; because one country to others does not always have the same culture. Then, there is a reason and several problems for translators to translate culture words.

Culture words are the words define the characteristics, behaviors, and knowledge of a particular group of people from language, religion, cuisine, social habits, and arts. Based on those, there are culture words that are representing and helping translation work. A lot of something could describe culture words. Most culture words are easy to detect, since they are associated with a particular

language cannot be literally translated, but many cultural customs are described in ordinary language. Newmark (1988) defined culture as "the way of life and its manifestations that are peculiar to a community that uses a particular language as its means of expression into". According to that, we know that a culture is specific on each place which has its own specific cultural features. He also introduced culture words which can be referred to words, phrases, or expressions that are related to culture. He added about what is often being focus on translation, that there is a translation problem due to the cultural 'gap' or 'distance' between the source and target languages. Most culture words are easy to detect since they are associated with a particular language. It also cannot be literally translated but many cultural customs are described in ordinary language, where literal translation would distort the meaning and a translation may include an appropriate descriptive-functional equivalent.

According Newmark (1988), to the statement above, if each language group has its own culturally specific features. Newmark (1988: 95 – 102) are defined culture words into cultural categories as follows:

a. Ecology

Geographical features can be normally distinguished from other cultural term in that they are usually value-free, politically and commercially. However, Geographical and ecological features are considered as cultural terms if they are unique for a country and have a value of uniqueness. In this category, there are so many cultural classifications of words. Ecology consists of animals, plants, local winds, mountains, plains, seasons, geographical and ice, etc.

For example:

1. (SL) Gerbils

(TL) Tikus-tikus

b. Material Culture

There are so many classifications of culture words in this category. For several countries, the term food is the most sensitive and

important expression of national culture and also a subject to the widest variety of translation procedures (Newmark, 1988:97). It means that the material culture especially for foods need to be translated properly because it is an expression of a national culture and for costumes (clothes) which are distinctive to a country are not translated.

For example (Newmark, 1988:95):

- a) Food: sandwich, sake, pizza, lasagna. Then other example sate from Indonesian.
  - b) Clothes: anorak, kanga (Africa), sarongs (South Seas), dhoti (India), kebaya (javanese-Indonesia) and kind of footwears.
  - c) Houses (building) and towns/cities: village, bourg, Bourgade, chalet, low-rise, iglo, store and tower. Other example "joglo" (Javanese – Indonesia)
  - d) Transport: bike, ricksaw, roller coaster, Moulton, cabriolet, tilbury, caleche. In Indonesia, there is dokar.
- c. Social Culture

In this category, considering about the social culture, it has to distinguish between denotative and connotation problems of translation. Connotative meaning is different in each country; a word might have positive connotative meaning in one culture, but not in the other country that might have negative connotative meaning. There are 2 terms of this category that are *work and leisure* (Newmark 1988: 98). Besides them, there are another terms that are included in this category. In addition, Putrawan (2011:55-61) in his thesis, mentioned that personal names, terms of address, and kinship are counted as socio culture.

The example of this category is:

1. (SL) The TSA guy  
(TL) Petugas pengaman bandara

2. Then another Indonesian word example:

(SL) Van Houtans

(TL) Keluarga Van Houtan

d. Organizations, Customs, Activities, Procedures and Concepts

In this culture word categorization, the translation process divided into two kinds such as: formal and informal informative texts. For formal informative text, the name should be transferred and given the cultural equivalent. On the opposite, informal informative text is not necessary for the translators to translate the culture. The political and social life of a country is reflected in its institutional terms. Names of ministries are usually literally translated, provided they are appropriately descriptive. This category consists of political, social, legal, religious and artistic.

For example:

- a) Political and administrative: FBI
- b) Religious: dharma, karma, temple. Other example of religious word is *surau* (Indonesian Language) translated into *prayer room* (English).
- c) Artistic: *Art nouveau* in English and French becomes *Fugendstil* in German, then *stile liberty* in Italian.
- d) Social : lower – middle – class

e. Gestures and Habits

This category is about actions that have function and meaning. Gestures and habits are symbol of action that may have different meaning and function from one country to others. There are distinctions between description and function that are necessary in ambiguous case. Gestures and habits often described in non-cultural language.

For example:

Giving a 'thumb-up', it means 'OK' in Indonesia. But for western culture also could be 'need a ride'. Then, Javanese it also means giving direction, letting someone going inside or somewhere else and could be a symbol of pointing something formal manner.

## 2.2 Theory of Translation

Translation is a process of transferring the message and information from Source Language (SL) to Target Language (TL). Based on Pinchuck (1977:38), "Translation is a process of finding a TL equivalent, to a SL utterance." From the statement above, translation needs accuracy meaning and equivalence meaning from SL to TL. Translator works is notice and comprehend to the meaning of words from SL that will be translated into TL. Therefore, translation can be generally defined as interpretation of the meaning of a word from SL, also production of an equivalent text / words that can communicate the same message in another language or TL.

According to McGuire (1980: 2), he states as follows:

There are no strict principles in translation, however translation has some theories concern with the process of rendering the SL text to TL text so as to ensure that the surface meaning of the two will be approximately similar and the structures of the SL will be preserved as closely as possible but not so closely that the TL structures will be seriously distorted.

In translating a text, the translator faced some difficulties and found it uneasy to do. The translator needs to study translation theories to achieve the translation skills, before he/she translates a text. It consists of reproducing in the receptor language to the closest natural equivalence of SL message, first in terms of meaning and secondly in terms of style. In translating SL text into TL text, the translator has to find the closest or natural equivalent.

The other opinion has described translation as a transfer process which aims at the transformation of a written SL text into an optimally equivalent TL text, and which requires the syntactic, the systematic, the pragmatic understanding and analytical processing of the SL (Wilss and Noss, 1982). From the statement of Wilss and Noss, translation can change in syntactic, systematic

and pragmatic form. They mean that translation consists of studying lexicon, grammatical structure and communication situation of the SL text to TL text. Then find the equivalence meaning between SL to TL.

Based on Vinay and Darbelnet as cited in Munday (2001: 58), they stated that equivalence refers to cases where languages describe the same situation by different stylistic or structural means. According to statements above, equivalence consists of the concept that has the similar effect or meaning in translation. Barker (1992) defines that equivalent can be found to offer more detail list of conditions upon which the concept equivalent can be defined at different levels as follows:

- a. Equivalence that can appear at word level. A single word can be regarded as being a more complex unit or morpheme, and lexical meaning (Baker 1992:12).
- b. According to Barker (1992:47), there is word level equivalence, when translating from one language into another.
- c. Based on Barker (1992:84), she states that grammatical equivalence, comes when referring to the grammatical categories across languages.
- d. Textual equivalence when referring to the equivalence between a SL text and a TL text in terms of thematic, cohesion and information structure (Baker 1992:119).
- e. Based on Barker (1992:218), she states that pragmatic equivalence, when referring strategies of avoidance during the translation process.

According to Nida in Venuti (2000:127), he states that the basic orientations in translation are formal and dynamic equivalence. Furthermore, the formal equivalence is oriented on the transfer of the message or idea from SL to TL. The purpose of this orientation is transferring the message as closely and meaningfully as possible in the TL with different possible elements in the SL. By using this orientation, the translator could translate the form and the content of the SL text literally and meaningfully. The opposite, dynamic equivalence is not

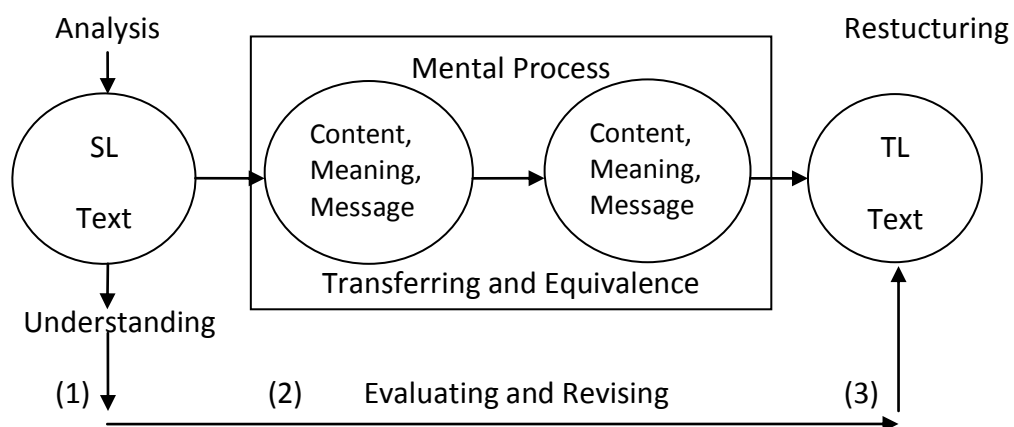
really focused in matching the message in the SL with the TL message. It is oriented to make a natural expression by relating the reader within the context of its own culture. Dynamic equivalence focuses in delivering the message from the SL into the TL as naturally as possible. It is a translation work to find the closest natural equivalence in order to make a good translation work, a process of doing a translation.

As a translator, to do a translation work, there are several things to consider and decide whether the translation work is good or bad. Statement by Larson (1984:6), says that the characteristics of a good translation are as follows:

- a. Use the normal language forms of the receptor language.
- b. Communicate the same meaning that was understood by the speakers of the SL.
- c. Maintain the dynamics of the original SL text.

With those characteristics, the translator can evaluate a translation work that also has the understanding to get a good translation work. A translator should have a very good knowledge and skill about translation, to make a good translation work. However, the translator must know how to make it and how to produce it. Then, the translator knows the process of translation as well.

Based on Suryawinata (1987:80), the process of translating consists of few steps of activities, then a translator should do those steps. Furthermore, to help understanding about the steps of translation process, here is a figure explaining about it:



**Figure 2.1 Translation Process (Suryawinata, 1987:80)**



From the figure 2.1, there are three main steps of translating process. The first step is analysis or analyzing the SL text by understanding the content, meaning, and idea of the text. The content, meaning and message from SL text into TL text must equivalence. Moreover, in order to understand the text, the translator has to read SL text first. Translator's knowledge is important; however, the translator must be able to understand some difficult words, then transferring the words and finding the equivalence words of SL text into the TL text, thus the inner process. The second step of the translation process is the translator uses his/her mind to do an evaluation and revision of the transferred words or the equivalences that has been found before. The knowledge comprehensive and skill of the translators are affect the results. Then the last step in the translation process is restructuring. In this step the translator is re-writing the text into the acceptable structural and cultural form of the TL. Then the translator should make his/her writing as natural as possible for the target readers and he/she should consider about their readability.

According to Nida and Taber in Hoed (1993:57), they state that the processes of translation are as follows:

1. Analysis

Analysis is about learning the SL text. Moreover, It is the first step in which the context and purpose in the SL text is entirely read and understood.

2. Transfer

The main point from transfer is replacing the substance of SL with its equivalence substance of TL. In this process, the message in the SL text is transferred into the TL text. Furthermore, the message can be a context, idea, or thought.

3. Restructure

Restructure is about adapting the translated text to the turn of reader. It means rearrange. In the same way, after transferring the message from SL text into the TL text, a translator has to rearrange.

The statement from Nida above, the researcher concludes that a translator has to find out the most important part of a text in addition to understand the meaning of all parts in SL text. Then he/she must really understand the meaning and make connection between parts of SL and TL text. The last step is a translator gives the final message in the translated language text which is understandable for the target readers.

### **2.3 Translation Strategies**

In translation, the translator must be able to solve every translation problems and produce a good and an appropriate translation product. Translation strategies can be used by the translator to solve the translation problems. Loescher (1991:8) defines that translation strategy as “a potentially conscious procedure for solving a problem faced in translating a text, or any segment of it.” From the statement above the potential consciousness is significant in distinguishing strategies which are used by the translators. Furthermore, based on Venuti (1998:240), he states that a translation strategy is involving the basic tasks of choosing the foreign text to be translated and developing a method to translate it. In translating text, the translator always finds the difficulties or problems especially for culture words. The function of the strategy or theory helps the researcher easier to do translating in translation words especially for culture words.

In this research, the researcher uses translation strategy theory by Vinay and Darbelnet. The reason of choosing this theory is because the researcher found some relationships of translation ideology and Vinay and Darbelnet’s translation strategies. From the taxonomies of procedure according to Translation Scholars in Zare-Behtash (2009:1579), the relationship of Translator ideology and Vinay and Darbelnet’s theory is described in the table below.

Table 2.1 Strategies Taxonomies

Translation Ideology	Translation Strategies
Foreignization	Borrowing Calque Literal translation
Domestication	Transposition Modulation Equivalence Adaptation

Source: (Zare-Behtash 2009: 1579)

In Venuti (2000: 84-93), *A Methodology for Translation* is the theory from Vinay and Darbelnet. Translation strategies are divided into two groups: direct translation and oblique translation. The direct translation has three procedures, such as: borrowing, calque and literal translation. Meanwhile, the oblique translation has four procedures, such as: transposition, modulation, equivalence and adaptation. Below is the explanation of each procedure as follows:

#### 1. Borrowing

According to Vinay and Darbelnet in Venuti (2000: 85), borrowing means in order to introduce the flavor of SL culture into a translation and foreign terms also may be used. The purpose of borrowing strategy is that it brings the original connotation to the word in target language. Borrowing is taking a word or expression straight from one language to another language. (Guera, 2012: 7-8). It means pure or naturalized translation.

Example:

(SL) Jersey

(TL) Jersey

#### 2. Calque

Calque is a special kind of borrowing strategy that is mentioned above; it has the same influence on the enhancement of cultural integration. Calque is literal translation of SL in word or phrase; it can

be lexical or structural. However, this translation strategy will cause difficulties in express messages in the TL sometimes.

Example:

(SL) Cancer Doctor

(TL) Dokter Kanker

### 3. Literal translation

It is word for word translation. Literal translation is the direct transfer of SL words or phrases into an appropriate grammatically and idiomatically TL words or phrases in which the translators' task is limited to observing the obedience to the linguistic servitudes of the TL. It could be direct translation from dictionary. A literal translation is a good solution which is reversible and complete in. It is most common when translating between two languages of the same family, so when they also share the same culture.

Example:

(SL) The Support Group Leader

(TL) Ketua kelompok Pendukung

### 4. Transposition

Transposition involves replacing one word class with another without changing the meaning of the message. It means to change a grammatical category. When using transposition, the translator has the awareness to the relative of the words in the ST also always pays attention to the meaningful choices from the author.

Example:

(SL) Pebble stones

(TL) *Kerikil*

## 5. Modulation

Modulation refers to a variation of the form of the message and obtained by a change in the point of view. It can be adopted, though when literal or transposition translation results grammatically correct utterance, and then the patterns of TL words or phrases are considered as abnormal or awkward. This strategy of translation is demands the translator's skill capacity to mastering both of the languages between SL and TL.

Example:

- a) (SL) "**Hump** the moist cave wall."  
(TL) "**Umpat** dinding gua lembapnya."
- b) (SL) Dandeliony  
(TL) Dipenuhi alang - alang

## 6. Equivalence

This strategy refers to describe the same situation by using different stylistic or structural methods for producing equivalent texts. Based on Vinay and Darbelnet in Venuti (2000: 90), they state "We have repeatedly stressed that one then the same situation can be rendered by two texts using different stylistic and structural methods." Equivalence is very special strategy, not only useful but also necessary in translating idioms and proverbs.

Example:

- a) (SL) Chuck Taylors  
(TL) Sepatu kets Chuck Taylor
- b) (SL) Buy a pig in a poke  
(TL) Membeli kucing dalam karung
- c) (SL) Puppy Love  
(TL) Cinta monyet

## 7. Adaptation

Adaptation is replacing a ST cultural element with another cultural element of the TL. Using adaptation, an equivalence of the same value is created in both of SL and TL words and phrases.

Example:

(SL) Sandwich

(TL) Roti – Lapis

## 2.4 Translation Ideology

From [www.vocabulary.com](http://www.vocabulary.com), an ideology is a set of opinions or beliefs from a group or an individual. Oftentimes, ideology refers to a set of political beliefs or a set of ideas that characterize a particular culture. Translation has relation with ideology. It is often coded in the linguistic expression, furthermore translation that occurs in a transferring the text from one language into other language is involving the use of ideology (Purtinen in Chung-ling, 2010). The Definition of ideology in translation itself is a belief about *right wrong* or *good-bad* in translation, about what is the best translation to the target reader or what kind of translation that is fit and people are liked most (Venuti in Nugrahanto, 2012:5). From Venuti' statements, ideology in translation is the beliefs about the appropriate translation for the society of the target reader, and all those are inseparable from the culture of the societies. He further discussed in his books about the preference of dominant in a society in determining whether a translation work is right or wrong. When preference is dominant and retrieved by most of the society, then it can be called as an *ideology*. Ideology that the translation is right, acceptable and good for the target reader society, those called a translation work meets some conditions.

As not stated directly as an ideology, there are two tendencies in translation. These two tendencies indicate a strong difference; one side believes that a good translation is close to SL culture (Foreignization), while others believe that a good translation should be close to TL culture (domestication) (Venuti, 1995: 20-21).

According to Venuti's theory (2004:49), the terms of ideology are divided into two categorizations such as:

### 1. Domestication

Domestication refers to the target social-culture-oriented translation in which unusual expressions to the target culture are exploited and turned into some familiar ones, hence to make the translated text intelligible and easy for the target readers.

Example:

ST: The *Sandwich* was inedible dry, but i smiled and took a Bite anyway (page: 88)

TT: *Roti Lapisnya* kering sehingga tidak bisa dimakan, tapi aku tersenyum dan menggigitnya juga.(page: 122)

The word sandwich is included into equivalent culture based on Newmark especially for material cultural. This example is domestication, because TL reader's culture has same kind of food with SL people's food. As the result, the translator changed the word of sandwich into common word that more can understand for the target readers.

### 2. Foreignization.

Foreignization is the source social-culture-oriented translation which strives to preserve the foreign flavor as much as possible in order to transfer the source language and culture into the target one.

Example:

ST: ..... and a yello *T-Shirt* advertising a band i didn't even like Before (Page 9)

TT: .... dan *T-shirt* kuning yang mengiklankan band yang bahkan sudah tidak kusukai lagi. (Page: 17)

The word of t-shirt is included into material culture based on Newmark. This example is Foreignization, because mostly the reader of TL is familiar with the word T-shirt from SL. As the result, the translator did not change the word of t-shirt into TL reader's culture words.