

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Language has an important role in human communication. People all around the world use language to communicate to each other. People can share their thoughts, opinions, ideas, experiences and many other things through the language. Because of that, language is considered as the main tool to communicate. As a result, according to Claire Kramsch (2001:3), “language is the principal means whereby they conduct their social lives”. When it use contexts of communication, it is related with culture in multiple and complex ways. To begin with, the words people utter refer to common experience. They express facts, ideas or events that are communicable because the words refer to a stock of knowledge about the world that other people share.

There are two types of language; those are spoken language and written language. The spoken language is used orally, such as interview, conversation, speech and so on. However, written language can be seen in form of text, such as story, newspaper, magazine, label and so on. In the end, this thesis focuses on the written language. However, there are so many different languages in this world that a process of translation is needed in order to make communication among people using those languages possible. In written language, a process of translation assists people to understand foreign languages.

According to Larson (1998:3), translation consists of transferring the meaning of the SL (SL) into the target language (TL). From that definition, it can be concluded that the transferring meaning from the form of the source language into the form of a second language or the target language. It is meaning which is being transferred and must be held constant, only the form changes where the act of translation is essentially the act of meaning, so that the audiences of the TL understand the meaning of the SL. Moreover, a translator deals with two or more different languages. Unfortunately, different languages

have different cultures. The cultural difference shown by language is clearly seen in the form of words or vocabularies (Simatupang, 1999:56). Furthermore, this word is called as cultural word.

Cultural words are very interesting to be noticed in translation. These words reflect certain culture and cannot be translated literally. The difference between cultures becomes the main reason. It is one of the most difficult problems in translating (Larson, 1984:137). 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. There are five categories of cultural words proposed by Newmark (2003:95-103); those are ecology (flora, fauna); material culture (artefact); social culture (work and leisure); organizations, custom, ideas, activities, procedures, concepts; gesture and habits. In this thesis, the researcher focuses on the ecology word.

Nida (1964:64) defines ecology as the study of relations of living things to their surroundings. Ecological features such as flora, fauna, winds, plain and hills are not similar in different areas. Newmark (2003: 96) gives examples of ecological features in terms of plains; 'prairies', 'steppes', 'tundras', 'pampas', 'savannahs', 'llanos', 'bush', 'veld'. Those ecological words can be found in many text. In the literary text, ecological words can be found as the setting or in the fable story. In the other texts, it can be also found in the functional text, such as label. Label can be found in many products, i.e. food, drinks, cosmetics and so on. The researcher is very interested to analyze the cosmetics label.

According to Hornby (1995:56), a label is a piece of paper, polymer, cloth, metal or other material affixed to a container or product on which is written or printed information about the product. Information printed directly on a container or article can also be considered labeling. The labels have many uses, including providing information on a product's origin, use, shelf-life and disposal, some or all of which may be governed by legislation such as that for food, cosmetics, clothes, and so on. Here, the researcher is interested in Mustika Ratu

cosmetics' label. PT Mustika Ratu Tbk is an Indonesia-based company primarily engaged in beauty and wellness industry. Its primary business activities are manufacturing and distributing Indonesian traditional herbal drinks, which are locally known as jamu; traditional cosmetics; health drinks; body treatment; and health supplements. It also offers make-up and hair-do services; spa facilities, marketed under the brand name of Taman Sari Royal Heritage Spa, and professional training.

Moreover, the researcher chooses body care' label as the main data. It happens because the label contains information about the product's material that is taken from Indonesian's traditional plants. Besides, it also contains the procedure of the product used. The examples of the ecological word in Mustika Ratu body care' label can be seen in the one of data below:

- SL : Lotion yang lembut mengandung ekstrak **Temugiring**, ekstrak **Kunyit** dan ramuan lainnya untuk menjaga kelembutan dan kesehatan kulit.
- TL : This gentle lotion contains **Curcumae Heyneanae Extract**, **Curcumae domesticate Extract** and other ingredient to keep the skin smooth, soft and healthy.

From the example above, it is seen that the translator translates the ecological appropriately because it contains many materials that are the originally from Indonesian. So, it can be said that the translator makes the words are easier to understand.

Furthermore, the researcher is interested in analyzing the domestication and foreignization as one of strategy in translating process. Domestication and foreignization are two basic translation strategies which provide both linguistic and cultural guidance. According to Venuti (1995:20), "the domestication and foreignization refer to an ethnocentric reduction of the foreign text to TL cultural values, bring the author back home, while the latter is an ethnodeviant pressure on those (cultural) values to register the linguistic and cultural difference of the foreign text, sending the reader abroad". Generally, Shuttleworth and Cowie

(1997:59) define that domestication is the type of translation in which a transparent, fluent style is adopted to minimize the strangeness of the foreign text for TL readers, while foreignization means a target text is produced which deliberately breaks target conventions by retaining something of the foreignness of the original.

1.2 Statement of the Problem

The problems in this study can be stated as follows:

1. What the ecological words are found in Mustika Ratu body care' label?
2. What specific translation strategies are used in process of domestication and foreignization by the translator in translating Mustika Ratu body care' labels?

1.3 Scope of the Study

The scope of the study shows the limitation about domestication and foreignization in Mustika Ratu body care' labels. The research also focuses on the ecology words. The researcher uses Davies's theory in Judickaitė (2009:15-19) as the framework.

1.4 Objective of the Study

The objectives of the study can be stated into several sentences below.

1. To know the ecological word in Mustika Ratu body care' labels.
2. To find out the types of domestication and foreignization used by the translator for those ecological word in Mustika Ratu body care' labels.

1.5 Significance of the Study

There are three essential significance of the study. Hopefully, the result of this study can be a contribution to:

1. For Dian Nuswantoro University, the research supports the development of the subject dealing with domestication and foreignization as the translation techniques.
2. For the researchers who are involved in translation research and need references especially about domestication and foreignization.
3. For the students, the research becomes beneficial for the readers especially for the beginner translator to provide and improve their understanding about domestication and foreignization as the translation techniques to handle same problem that exists.

1.6 Thesis Organization

This thesis is arranged in several chapters. Those are:

Chapter I is Introduction. It consists of Background of the Study, Statement of the Problem, Scope of the Study, Objectives of the Study, Significance of the Study, and Thesis Organization.

Chapter II is Review of Related Literature. This chapter is arranged to support and direct the researcher in analyzing the data of the problem. The theories used, in this chapter are: Translation, Translation Process, Ecology Word, Domestication and Foreignization, Domestication and Foreignization as Translation Strategy and Label.

Chapter III is Research Method. This chapter contains five sub-chapters; they are Research Design, Unit of Analysis, and Source of Data, Technique of Data Collection, Techniques of Data Analysis.

Chapter IV is Data Analysis. This chapter covers the analysis of the data, it contains the result of analysis done by the researcher, or in other words, it presents research finding and discussion.

Chapter V is Conclusion and Suggestion. It also presents conclusion from the researcher related to the subject being analyzed and suggestion for the other researchers.