

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

As social beings, people around the world need to communicate to other people to fulfill their need of social life. People use communication to deliver a message effectively and clearly so that the listeners may easily understand what the speakers said. An American business coach author, Jonathan Payne, states that the meaning of communication is in the response we get to minimize the misunderstandings. Avoiding the misunderstandings is a must in communication way. Moreover, it relates the role of communication which becomes a key in interconnecting the world. The way people communicate with others is by using a system of signs called language.

Language is a media of communication used to express ideas, thoughts, feelings, opinions, facts, and even culture. It has a very important role for human beings to communicate for it also becomes a very important method in communication and interaction among people. "When two or more people communicate with each other in speech, we can call the system of communication that they employ a code. In most cases that code will be something we may also want to call a language." (Wardhaugh, 1992:1). By using the right structure of language, people can transfer the message and information very well and the receptor can accept it without misunderstanding. Furthermore, each language has its own characteristics or even distinction. There are many languages with different accents widely spread in this world and English is agreed to be one of the well-known international languages in the world.

As English is the international language, it has many foreign learners in the world, especially in Indonesia. Besides, many of mass media like

magazine, newspaper, book, novel, comic, etc are written or presented in English also spread in Indonesia. Consequently, the audience of those mass media should have a good comprehension of English, since it is a language which has enough difficulties to be translated into Indonesian language. If they do not master it or have no comprehension of English, they will not be able to access any mass media of English. To solve this problem, the translator's job plays an important role in the information exchange.

According to Catford (1965:20) "translation is about replacement of textual material in SL by equivalent of the textual material in the TL". From the definition stated by Catford, in a general way, translation can be said as information exchange. In the process of exchanging the information, a translator deals with problematic aspects that require the cultural knowledge of Source Language (SL), and a good linguistic knowledge on both Source Language (SL) and Target Language (TL). The translator also deals with how they will fit the TL semantically, so the reader is able to receive clearly the original message from the SL.

As explained before, mass media is so much needed for the audiences. Moreover, one of the mass media that has been consumed in public is comic. Comic is usually presented as a story of narrative in a sequence or event. It is usually written in order to give fun to the readers by the visual act of the pictures. Desyan in Lusiana (2006:1) states that the strength of comics is that it can be understood and enjoyed at many levels. As entertainment media, comic is universal. Milliard and Jackie Marsh (2001), shows that over 90% of the children said they would rather borrow comics than books. Some reasons that make children like reading comics because they are easier to read than text books and also easier in grammatically. Similarly, children in Indonesia also seem to be interested in reading comic than other kinds of book as comic is an easy reading.

The audiences of comics do not only like to read manga or animation comics, but also they tend to like reading sci-fi comics like the phenomenal *Star Wars* comics which lately published. It is an ongoing digital *Star Wars* comic series written and drawn by Hong Jacga and originally published by Daumkakao. It is adapted from the last-three episode of the movie before the new one, *Star Wars Episode VII*. The comic retells the story of the original trilogy in all-new way from the perspective of Luke Skywalker. Due to cultural interpretation, some of the dialogue and order of events have minor changes from the film ^{placing} the comic's canonicity in a "grey area". The original title is translated directly to *Star Wars: Story Before The Force Awakens*, implying its purpose to promote the upcoming movie *Star Wars: The Force Awakens* to the audiences.

The researcher found some interesting translation equivalent when reading the translation of *Star Wars: Story Before The Force Awakens*. The translation or Indonesian version is really well written as if the audiences read a comic originally from Indonesia. However, it could not be denied if the translator may find some difficulties when translating SL to TL.

Meanwhile, Newmark (1981:40) states that "Translation is how to replace a written message and statement in another language meaning". It means that the translator should be able to understand and identify the text from SL to TL, and to recognize a text component "unit translation" to understand the meaning of it. A translation unit could be in the form of word, phrase or even one or more sentences. The translator would find many problems occurred in the process of translation such as untranslability, readability, and loss and gain. So that there are many ways can be used to solve those translation problems. One of the ways that can be used is rank-shift translation.

Simatupang (2000:88) states that "*Dengan adanya perbedaan aturan dan bentuk untuk mengungkapkan makna di antara berbagai bahasa,*

maka terlihat adanya pergeseran yang terjadi dalam terjemahan.” It can be said that the different rules and structures are needed to reveal the meaning between languages, therefore shift happened in the translation work.

There are four types of rank-shift based on Simatupang's theory, such as morpheme rank-shift, syntactical rank-shift, word rank-shift and semantic rank-shift. The researcher is interested to analyze translation shifts, especially syntactical rank-shift. In addition, The researcher wanted to analyze the syntactical rank-shift in translation from the comic *Star Wars* by Hong Jacga and its translation by Tim Pujangga. This research only focused on *Star Wars* Chapter 1 to 20.

As explained before, there are some concepts which might exist in one language but does not exist in another one. In *Star Wars* comic, the researcher found some samples of syntactical rank-shift in translation. For example, the SL in the form of phrase '*as a young boy*' is translated into the TL in the form of clause '*saat aku masih kecil*'. Here, syntactical rank-shift occurred is phrase to clause. Eventhough they have different structure, but the meaning is similiar. The translator of TL gives more information by adding '*aku*' or '*I*' in order to make the target reader clearly understand the meaning of it. Then, syntactical rank-shift also occurs in another sample, like in the word '*night*' into the phrase '*malam hari*'. This type of syntactical rank-shift occurred is word to phrase for there is a changing of word stucture from word (SL) to phrase (TL). Again it does not change the meaning at all though the translator from the TL adds word '*hari*' there.

Moreover, it is an interesting study to be analyzed considering the researcher used *Star Wars* comic as the data in this study for it is adapted from the phenomenal *Star Wars* movie which each of series is in the box office. In addition, the researcher is challanged to conduct this research by

analyzing syntactical rank-shift in every word, phrase, clause and sentence found in *Star Wars* by Hong Jacga and its translation by Tim Pujangga.

1.2 Statements of the Problem

Based on the background of the study, the problem of the study can be stated as follows:

1. What types of syntactical rank-shift occurred in the translation comic of *Star Wars* by Hong Jacga?
2. Which syntactical rank-shift occurred the most in the translation comic of *Star Wars* by Hong Jacga?

1.3 Scope of the Study

To conduct this research, the data found in the comic of *Star Wars* by Hong Jacga have been classified according to Simatupang's syntactical rank-shift classification (2000:88). The researcher focuses on analyzing and identifying the types of syntactical rank-shift from the data that is used by the researcher in this study. This research also only focuses on syntactical rank-shift found in the comic of *Star Wars* Chapter 1 to 20.

1.4 Objectives of the Study

In line with the statement of the problem, the objective of the study can be summed up as follows:

1. To identify the types of syntactical rank-shift which are found in the translation comic of *Star Wars* by Hong Jacga.
2. To describe the syntactical rank-shift mostly occurred in the translation comic of *Star Wars* by Hong Jacga.

1.5 Significance of the Study

It is hoped that the result of the study can give valuable contribution to:

1. The researcher, to add the researcher's knowledge about syntactical rank-shift in translation.
2. Other researchers who are interested in this subject and have strong commitment to do further research.
3. Anybody who reads this study and is interested in studying translation especially about syntactical rank-shift.
4. Dian Nuswantoro University Semarang, especially for English Department.

Students specialized in Translation section. By reading this thesis, the researcher hopes that the students will get a lot of knowledge and understanding about kinds of syntactical rank-shift in translation, so that they can use the rank-shift types in their works, because those all will help them to make a good translation.

1.6 Thesis Organization

In order to present the thesis systematically and to make it easy for the readers to understand, this research is presented in five chapters with the following organization.

Chapter one is Introduction which discusses the general background of the study, statement of the problem, scope of the study, objective of the study, significance of the study, and thesis organization.

Chapter two presents Review of Related Literature. In this chapter the researcher explains about theories which are used to analyze the data. The theories are about language, translation, shift, word, phrase, clause and clause.

Chapter three contains Research Method, which involves research design, unit of analysis, source of data, technique of data collection, and technique of data analysis.

Chapter four presents findings and discussions of syntactical rank-shift analysis in *Star Wars* Chapter 1 to 20 by Hong Jacga.

Chapter five presents conclusions and suggestions of the study.