

CHAPTER II

REVIEW OF RELATED LITERATURE

To analyze the data, this thesis used theory as the basic information, because theory is very important thing in analysis. The theory here is game and translation, translation, potential problem in translation, and strategies in translation.

2.1 Game and Translation

The term 'game' refers to real imagination activity that based on the realm of the game; sounds, pictures, and plots. But the term 'video game' refers to electronic games and computer games. Video games are an interactive multimedia form entertainment powered by computer electronics, controlled by a keyboard or a mouse (or other peripherals like game controllers or steering wheels), and displayed on some kind of screen (Merino, 2006). Computers are so versatile that video games can combine within one creation techniques that were developed for very different disciplines, for example in literature: narration, dialogue (Merino, 2006).

The translation of video games is a key element in order to allow more players to enjoy a game in their own language (Costales, 2010). Bernal, Mangiron & O'Hagan in Costales (2010: 5) add that the advanced technology and the introduction of more multimedia features like cut-scenes and spoken dialogues makes video games an appealing area for audiovisual translation.

The expanded of gaming has rapidly developed coincide with the development of technology and the availability of any electronic medias that can access the games. There are many kinds of game that support the activity of teaching and learning in education world. They are created not only to pleasure but also to develop the subject knowledge and subject specific skills for the learners, such as problem-solving.

This research shows there is contribution that the entertainment world has already given, such as game. Game has already give contribution in academic fields, for example in point of view of translation. This research explores the possible relation between game and translation as a new different approach in translation field. Game translation became a serious challenge for the translator since the storyline and the game adaptation has run well. Entertainment world provides the interesting materials in the study of translation.

This paper is intended to analyze the translation strategies in dealing with some potential problems that might be occur in translating source language into target language. In order to shed some light on this case, several games that have been analyzed in previous study will be examples.

Chandler in Merino (2006:11) describes game localization as the process of translating the game into other languages. Game localization including many activities apart from the translation of the text, audio and video files (Chandler, 2005:12). Another term said by Yunker in Merino (2006: 32) is about 'transcreation'. These new firms offer translation-like service that include not only translation but also creativity.

2.2 Game and Localization

It's difficult to know why video games have spread rapidly and become a pleasure activity of children and adults in the world. Video games combine characteristic of arts and study like literature, translation, and computer science in Audiovisual interactive. At first glance, and putting aside the question of terminology (discussed in Bernal-Merino 2006) the translation of video games does not seem to be substantially different from other types of translation. As an audiovisual product, it relates to the translation of other audiovisual media (Agost&Chaume 2001).

Video game can be vary wildly from the storyline they tell to the player of game how to involve and relate the existing creations, history, and common

culture. According to Merino (2008: 58) the translation of video games might not seem to be substantially different from other types of polysemiotic translation, it actually has some things in common with:

1. Software localization: It tends to be technical in content, succinct in length, and functional in nature (Esselink, 2000; and also Quah, 2006).
2. Audiovisual translation: The oral quality of game dialogue needs to be kept in the translation both in the dubbing (Chaume, 2001), and in the subtitling (Diaz-Cintaz, 2007), each with their time and space constraints.
3. The translation of books for children: The playful and imaginative nature of the texts requires an equally inventive approach from the translator (Gillian, 2007).

2.3 Translation

Doing translation is a difficult thing, and it is complicated, it is not only translates message from one language to another language. It must be deal with some aspects and culture. Translating consist of reproducing in the receptor languages the closest natural equivalent of the source language message, first in the term of meaning, secondly in terms of style (Nida and Taber, 1969).

Translation is generally known connect between two poles, it is source language (SL) and target language (TL). Source language or original language is the material that will be translated, it contains message, ideas that written by the writer. While target language is the places of translation of the message from original language. Translation is not an easy thing to do, translation should have particular qualities as Machali in Lusiana (2006: 3) states that a translation should have good mastery in both SL and TL skill in headline different problem in rendering the source text in the key to successful translation.

According to Newmark in Simanjuntak (2013: 8) translation is a craft consisting in the attempt to replace a written message and/or statement in one language by the same message and/or statement in another language. From Newmark's statement can be seen that deliver the same message from one language to another language is very important, because it can be avoid a misunderstanding between the source language and the target language. Translation has in important role in language, translation can help people to understand meaning from another language.

This paper focuses on the translation strategies that can be observed in the adaptation of facebook game. The reason this paper is focuses in the translation strategies is that the different games is require a different translation approaches. In this case, it is possible to associate particular translation strategies like translating by more a general word, translating by cultural substitution, translation using a loan word or loan word plus explanation, translating by omission, and translating by illustration. This paper is aimed to analyze which translation strategies that mostly used in order to make light the teenagers to play and learn English in facebook game. In order to straighten of this matter, the examples will be provided to explain the translation strategies used in facebook game: Criminal Case.

2.4 Potential Problem in Translation

In translating the source text, there must be occurs some potential problems. They are non-equivalence at word level, problem in translating idioms, and problem in translating dialect.

2.4.1 Problem of Non-Equivalence at Word Level

2.4.1.1 Culture Specific Concept

The word in source-language word might express totally unknown concept in the target culture. It can be abstract or concrete, it may relate to a religious belief, or even a type of food. Baker (1992:21) says that words in source language may express a concept, which is completely unknown in

target language. For example, how to translate the term “Yom Kippur” which has meaning a type of religious belief in some specific culture.

2.4.1.2 The Target Language Lacks of Specific Terms (Hyponym)

This phenomenon is likely to occur during a translation process. More commonly, languages tend to have general words (super ordinates) but lack specific ones (hyponyms). When the source language has a variety of specific terms which have non equivalents in target language, it can be a problem for the translator in translating source text. The general word is house from the specific term that house are *bungalow, croft, chalet, lodge, mansion, manor, etc.* The problem is when the specific terms are not used by the other culture and how to translate it into target language.

2.4.1.3 The Source Language Word is Semantically Complex

Another common translational problem is the word in source language might be semantically complex. A single word that consists of single morpheme can become more complex in terms of meaning than a sentence. Language develops very short forms to refer to complex concepts if it becomes rather crucial to be talked about.

2.4.1.4 The Source and Target Language Make Different Distinction in Meaning

The target language might make more or less distinctions in meaning than the source language. For example, Indonesian language makes distinction between *kehujanan* and *hujan-hujan* in English might be **going out in the rain**, it means that English does not make this distinction. So that the translator will finds this problem to make certain about the equivalent.

2.4.1.5 The Use of Loan Words in the Source Text

This problem is rather special in a translation process. Some loan words which carries prestige value, or can add an air of high class to the text is usually the example. These kind of words is usually lost in translation because the equivalent cannot be found in the target language. It cannot be predicted or controlled when a word or expression is borrowed into a language. Words such as *au fait*, *chic* and *alfresco* in English are used for their prestige value, because they add an air of sophistication to the text or its subject matter. This is often lost in translation because it is not always possible to find a loan word with the same meaning in the target language.

2.4.2 Problem in Translating Idioms

Idioms can also be a problem in translating. An idiom is in expression which meaning is not compositional, in example those which meaning does not follow from the meaning of the individual words of which it is composed (Baker, 1992:77). A good translator should be able to make the idioms understandable even after the transfer to another language. For example, the term "*bull-headed*" is an English idiom which is translated literal in Indonesian can be "*berkepala banteng*" but in Indonesian idiomatic it can be "*kepala batu*" which has meaning "*keras kepala*".

2.4.3 Problem in Translating Dialect

Sometimes even dialects can give problems in translation. Different pronunciation gives a different meaning in the same word. Larson (1984:510) describes dialect as a "speech variety between a language". This is why a translator must broaden his knowledge in the culture of the source language he's going to translate. More knowledge leads to more accuracy in translating a word with certain meaning because of the dialects.

2.5 Strategies in Translation

2.5.1 Strategies Dealing with Problem of Non Equivalence at Word Level

2.5.1.1 Translating by a More General Word

Translating by generalization is a common applied strategy when dealing with various kinds of problem in translation. Translator will use a more general word to replace the specific one. For example the word "*shampooing*" can be translated into "*mencuci*", because the general word of "*shampooing*" is *washing* (Suryoalam, 2006: 25).

2.5.1.2 Translating by Cultural Substitution

Translating by cultural substitution is a strategy that involves replacing a culture specific word with a target language item with its impact on the target reader considered, to make the translated more natural, understandable and familiar for the target readers. For example, the translator can translate "*jaguar*" into "*harimau*" in Indonesian (Suryoalam, 2006: 26). The word "*jaguar*" which means a large spotted animal of the cat family found in Central America might be unfamiliar to the target reader, so that the translator substitutes the term "*jaguar*" into "*harimau*" which has a similar meaning in Indonesian. This strategy can be applied to dealing with the problem in culture specific concept. This strategy must likely have similar result on the target reader (Baker, 1992: 31).

2.5.1.3 Translation Using a Loan Word or Loan Word Plus Explanation

This strategy is usually used when the translator facing culture specific items, modern concepts and buzzwords. A loan word or borrowing word, people actually already use a loan word in daily life, such as *music, film, bank, hotel*, etc. Baker in Suryoalam (2006: 25) says that in some cases they are used because they sound are modern, smart, and high class. Besides, the translator can also explain when there is problem in non equivalence dealing with culture.

2.5.1.4 Translating by Omission

This strategy may be useful to omit translating a word as long as the meaning is not necessary to mention so the reader can still understand the text without it. Baker (1992: 40) says that the purpose is to give a good reason for distracting the reader the lengthy explanation. For example: "**You see that? That's it, that it is the clue!**" translated in "**Kau lihat? Itu petunjuknya!**" the translator omit the word **that and that's it** because the translator thinks it is not necessary to translated. If it translated, it might be like this: "**Kau melihat itu? Itu dia, itu dia petunjuknya!**"

2.5.1.5 Translating by Illustration

This strategy can be used when equivalent items does not cover some aspects of the source item. The item must be able to be illustrated.

2.5.2 Strategies Dealing with Idioms

2.5.2.1 Translation by Using an Idiom of Similar Meaning and Form

This strategy is to translate an idiom by using idiom in the target language, which roughly has the same meaning as the source language idiom (Baker, 1992: 72). For example, an English idiom **out of bounds** has similar meaning and similar form with Indonesian idiom **kelewat batas**. Source (Lusiana, 2006: 29)

2.5.2.2 Translation by Using an Idiom of Similar Meaning and Dissimilar Form

To find an idiom in target language that has similar meaning is possible for the translator, but to find an idiom that has similar form in target language is impossible. The translator used this strategy because the similarity in meaning is more important in translation than the form. Therefore, meaning is the priority and form is the following. For example, an English idiom "**the apple of one's eye**" has similar meaning with Indonesian

idiom “*anak emas*” even though it has dissimilar form with the source language. Source (Lusiana. 2006: 30)

2.5.2.3 Translation by Paraphrasing

This strategy is used by the translator when the translator cannot find a match for the target language or when the idiomatic language seems strange to use in the target language because of differences in style of the source language and the target language. So that, the translator used translation by paraphrasing. The purpose is might be to give sound more natural to the target reader than giving a long explanation about the idioms. For example the term “*easy as pie*” present something that is very easy to do. It can be paraphrase as “*gampang*” in Indonesian. It sounds natural for the target reader than giving a long explanation of the idiom.