CHAPTER I

INTRODUCTION

1.1 Background of the Study

In life, people really need to interact with each other because humans are basically really social. They cannot live by themselves, they need the others. Therefore, they need to make an interaction with other people and make some relationship by communicating. And to communicate, they use language. Language is the meaning of communication itself, in other words language is used to communicate and to deliver ideas, thoughts and feelings. For all that reason, language plays a significant role in life.

Language deals a great relationship with our social life and society. People use it every day to communicate on many purposes, not only to deliver ideas but also to persuade and many more. That is why language is really essential to our lives. It is not only used, but also learned and taught, because it is really complex.

There are many languages in the world as the part of that complexity. Almost every country has its own language, so there is a language that stands for an international language, English. Because of people in different countries need to interact each other, they use English as the international language use to communicate. Therefore English is learned in many countries including our country. In our country Indonesia, the national language of the

country is Bahasa Indonesia and English is a foreign language. Therefore as a foreign language it is being learned and studied by the people in here.

English can be studied by learning many skills such as listening, reading, speaking, and writing. Those can be learned at schools, courses, or even in colleges, also through some media or ways like music, movies, novel, listening to native English conversations, and even practicing with the native speaker. Some media like movie or novel are usually hard to understand by common people. Therefore translation is really essential. It is very important to study, because it is not only used in translating texts, but also in spoken language. Language is also studied in many fields such as linguistics, literature, and socio culture.

Translation is a process of transferring the ideas from the source language text (SLT) into the target language text (TLT). It mostly deals with language. Translation is also done by finding the equivalence between SL and TL.

The process of translation is done by analyzing the source language, transferring the idea or the message, then restructuring. Also by understanding the source language first and making some evaluation and revision to the translation work. For some cases of translating process, it may require deep learning in some specific subject, such as sciences, economic, astronomy, etc. For that reason, a translator may have to consult to the experts of the area to make sure in making the appropriate translation work.

A good translation work can be evaluated in many ways. Not only by delivering the message or the idea, translators may also considering about many other factors. They have to be really mastering both languages in the source language and the target language.

Evaluating a work of translation can be measured from three perspectives: the accuracy, readability, and naturalness. Accuracy means how far is the message from the source language delivered correctly into the target language. Readability means how the messages communicated in the target language can be easily understood by the target readers. The meaning received by the reader of the source language is the same as received by the reader of the target language. Naturalness means how the messages are being communicated in a natural form, that the reader of the target text feels like they are reading a real text written in their own language or in other words, it does not reflect a work of translation.

Those are done to evaluate a translation work. The quality of a translation work can be assessed by many tests to decide whether it is a good or bad one. In order to make a good translation work, a translator may also have to understand another aspect that is related to translation like culture. Culture in translation is very important to notice because translation involves two different languages that may also have different cultures.

In doing cultural translation, a translator might need to change the content of the message like transferring the source cultural words into the target cultural words in order to make the target reader understand the

message better. But often a translator faces problems in translating the cultural words and cultural expressions because sometimes those are unknown in the target language, for that reason a translator must have a large knowledge and good understanding of not only the languages but also the cultures in both countries. There are indeed many ways in solving that problem by finding the equivalence in the target culture, eliminate it, or just left it being not translated. There are also some methods, techniques, and strategies in translating cultural words. In making the decision on how a translator does the work of translation, it needs to consider about the translator purpose.

A translator purpose in translating a work might affected by another person depends on the need of the translation. For example in translating a literary work like novel, a translator here can be affected by the publisher that is the client, whereas a translator may consider about the author and surely the reader. Therefore, a translator should have a freedom in doing the translation work. But still, a translator needs to consider about the author and the target reader of its translation work. That brings the translator's dilemma. The translator got to choose between them whether keeping the ideas of the author in such languages and cultures in source text by being faithful to the author or transferring them into the target culture, so the reader could understand the text more easily. It is about the translator orientation, source text oriented or target language oriented. That leads to the ideology of translation: domestification and foreignization.

Ideology in translation is a principal or 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 Hoed, 2006:83). In this concept of ideology, he is also dividing it into two ideologies. Both ideologies have its goodness and badness, but both of them have its own contribution to the translation's development in this country especially on foreign novel publishing. There are so many novels in foreign language (British/American) that are translated and being published here, meanwhile the Indonesian novels are not as much translated into foreign language as British/American.

Therefore, the researcher wants to analyze the ideology that is mostly used in an Indonesian novel translation into English. And one of the most best-seller novels that are being translated is the novel written by Ahmad Fuadi: *Negeri 5 Menara*, translated by a translator who is well-known before with her translation work on *The Rainbow Troops*, Angie Kilbane into *The Land of Five Towers*. It is important to investigate for finding the ideology that used by the translator in translating this Indonesian novel into English and how she translates the cultural words in this novel since Indonesia has a lot of cultures, and really especially in this novel for its cultural variations. It does not only has Indonesian culture but also Arabic and less western, and the religious cultural element in this novel is also being the consideration since it is got a pretty much role in cultural aspects besides the regional cultural of Minang and Eastern Java.

The translator of this novel, Angie Kilbane, is an American who has been living in Indonesia since 2007. According to an article in the Jakarta globe on November 30th, 2010, she had studied Indonesian culture for two years at Ohio University before she even came to Indonesia, and she had also spent a year living in Singosari, East Java, so she had a good base in understanding the cultures of Indonesia. She has also been teaching in elementary and junior high school at the Lazuardi Global Islamic School in Cinere and Cilandak for three years. It means that the translator has a good understanding in Islamic cultures which could help her in translating this novel and rendering the cultural word into the target language culture.

The methods in translating the cultural elements of the novel are also important to investigate. It is needed to find out on how the translator translates them and solves the cultural differences between the two countries along with the use of ideology. The ideology needs to be investigated to find out whether the translator wants to bring those various cultures to target reader, here is the international reader, or to make them feel like it is an original English novel. Therefore, the researcher chooses *Ideology in Translating Cultural Words on Ahmad Fuadi's Negeri 5 Menara into The Land of Five Towers by Angie Kilbane* as the title of this research.

1.2 Statement of the Problem

The problems in this research are listed as follows:

1. What is the ideology of translation that is mostly used in translating the cultural words in Ahmad Fuadi's *The Land of Five Towers*?

2. What are the methods of translation used in translating the cultural words in Ahmad Fuadi's *The Land of Five Towers*?

1.3 Scope of the Study

The scope of the study in this research focuses on the translation of cultural words, phrases, clauses, or expressions and the ideology that are used in translating them and also the method in translating them from target text which has various cultural elements into the English target text, the international language for international reader, on a novel *Negeri 5 Menara*, written by Ahmad Fuadi into *The Land of Five Towers* translated by Angie Kilbane.

1.4 Objective of the Study

The objective of this study is to analyze the ideology in translating cultural words in Ahmad Fuadi's *Negeri 5 Menara* into *The Land of Five Towers* and to analyze the translation method applied in translating the cultural words found in the novel translation.

1.5 Significance of the Study

The researcher hopes that the results of this study can give several benefits in the following to:

1. The researcher

    Widening and broadening the knowledge about translation especially in cultural words, phrases, clauses, and expressions translation in a literary work and about the domestification and foreignization used by the translator in translating them.

2. The readers

    a. Giving a bit description about the ideology of translation in translating cultural words, phrases, clauses and expressions in a literary work;

    b. Giving a short explanation about how the translator choose to use domestification or foreignization in translating cultural words in a novel from target text which has various cultural words into the international language;

    c. Giving additional reference and inspiration dealing with the study of cultural translation, ideology in translation, and translation method.

1.6 Thesis Organization

In presenting this thesis, the researcher divides it into some chapters to make it more systematically an easier to read. This research is divided into five chapters with their following organization.

Chapter 1 is the introduction that explains about the background of the study, the statement of the problem, objective of the study, and significance of the study and thesis organization.

Chapter 2 is the review of related literature that gives the explanations about the theories that are reviewed by the researcher in order to help doing this research such as theory of translation, cultural translation, cultural words, translation method, and ideology in translation.

Chapter 3 is research method that consists of research design, source data, unit of analysis, technique of data collection, and technique of data analysis.

Chapter 4 is the data analysis that gives the explanation of the data analysis and its presenting of the ideology and translation method applied in the novel *Negeri 5 Menara.*

Chapter 5 is conclusion and suggestion that is drawn by the researcher based on the data analysis.