CHAPTER II
THEORETICAL REVIEW

1.1. Translation

Translation used by translators to render the meaning of the source language into the target language. As Newmark said in his book, translation is rendering the meaning of a text into another language in the way that the author intended the text (Newmark 1988:5).

There are many terms in this world which need to be translated in certain language, this statement is supported by Newmark in his book that translation is important for multilingual notices that often appeared conspicuously in public; for instructions issued by exporting companies; for tourist publicity, where it is too often produced from the native into the 'foreign' language by natives as a matter of national pride; for official documents, such as treaties and contracts; for reports, papers, articles, correspondence? textbooks to convey information, advice and recommendations for every branch of knowledge (Newmark 1988:7).

After the text is being translated by the translator, people will easily understand what the intention the author wants to convey or the authentic instruction of some certain terms. The translated text often includes cultural categories, like Peter Newmark has cited in his book that cultural words are easy to detect, since they are associated with a particular language and cannot be literally translated (Newmark 1988:95).

1.2. Cultural Words

In some countries, some terms have its unique characteristic so it has become the duty of the translator. All of them have to be categorized so they are divided by its varieties. To know further about categories of cultural words, Newmark (1988:95) provided 5 cultural words categories which commonly appear in the literary works.

A. Ecology

This category includes flora, fauna, winds, plains, hills: 'honeysuckle', 'downs', 'sirocco', *rundra\ pampas*, tabuleiros (low plateau), 'plateau', *selva* (tropical rain forest), 'savanna', 'paddy field*. Geographical things that have been mentioned before usually exist only in a particular area, and hardly found the similarities or
equivalence. The animals which also become the example are komodo, owa Jawa, cendrawasih, harimau Sumatra, elang Jawa, anoa, bekantan, babirusa and Javan rhinoceros.

B. Material culture

In this section, there are material culture have some sub-categories; food: 'zabaglione', 'sake', Kaiserschmarren, (b) Clothes: 'anorak', kanga (Africa), sarong (South Seas), dhori (India), (c) Houses and towns: kampong, bourg, bourgade, 'chalet', 'low-rise', 'tower', (d) Transport: 'bike', 'rickshaw', 'Moulton', cabriolelett 'tilbury', caliche'' (Newmark 1988:95). Those categories are commonly found in the translated novel; usually the translator doesn’t translate it to the current target text because it can only be found in one source text. And sometimes only be understood when it is in the original word form.

C. Social culture

This is related to the activities from around the world such as dance, music, and national sports. For example: Taekwondo the (national martial arts from Korea), karate, pencak silat, kung fu, and etc. For national dances examples are tango, cha cha, paso doble, tari kecak, tari piring, tari pendet and the others national dance from around the world.

D. Organisations, Customs, Activities, Procedures, Concepts

This category includes political and social life from a certain region or country in their official institutional order, for example: King, Queen, President, and Prime Minister, Emperor, Prince, Princess, and Sultan Also includes historical, religion, artistic and institutional terms (Nuraini, 22).

E. Gestures and Habits

The people’s habit and daily activity is categorized into gestures and habits, it usually exists in our environment. For example: sungkem (the way we respect someone’s older and while kneeling down on the floor), siraman (the Javanese
wedding tradition), *pai pai* (Chinese way to greet people usually it can be seen in Chinese New Year) his term is inherited from generations to generations.

1.3. The Procedure of Translation

Peter Newmark provided theory that will help translators to resolve their translation work on literary text. Material culture can be solved with Newmark’s translation procedures.

A. Transference

It is the process of transferring a SL word to a TL text as translation procedures (Newmark, 81). This procedure is similar to Catford’s that makes the transferred words become a loan word. Translators have to pay attention when they decide to not translate the source text, because some terms are only available in source language. For example:

ST : “I chose Kitty’s cake with utmost care.”

TT : “Aku memilih *cake* Kitty dengan perhatian yang sangat khusus.”

B. Naturalisation

According to Newmark, this procedure succeeds in transference and adapts the SL word first to the normal pronunciation, then to the normal morphology of the TL (Newmark, 82). When the source text does not exist in the target text usually the translator changes the form. For example *bis, katun, kabel, supir, pensil, abstrak, bagasi, balon* and *bom*.

C. Functional Equivalent

This common procedure, applied to cultural words, requires the use of a culture-free word, sometimes with a new specific term; it therefore neutralizes or generalizes the SL word. Functional equivalent is requiring the use of culture-free
words, it can be a new specific term which later will produce a neutral and general translation. This procedure occupies the middle, sometimes the universal, area between the SL language or culture and the TL language or culture. This procedure, which is a cultural componential analysis, is the most accurate way of translating i.e. deculturalization a cultural word (Newmark, 83). For example puppet is translated into wayang. Puppet is a doll which played by someone hiding behind the stage, then Indonesia has wayang as the equivalence term which function is the same as puppet.

**D. Descriptive Equivalent**

In translation, description sometimes has to be weighed against function. These procedures are used in order to give a sight to the readers about cultural words in SL that do not have the equivalent meaning on the TL, and by giving the explanation the translator tries to force the readers to imagine equivalent objects in the TL (Newmark 83-84). This procedure is adding several words in the translated source language to the target text, so the short explanation will be easier to understand by the readers. For example gado – gado translated into boiled vegetables with peanut sauce, adding several words is the purpose of this procedure, in other word its function is to make the readers understand clearly about some terms which only available in certain country.

**E. Synonymy**

This procedure is used for a SL word where there is no clear one-to-one equivalent, and the word is not important in the text. A synonym is only appropriate where literal translation is not possible and because the word is not important enough for componential analysis. For example salty = savory, crispy = crunchy and dark = gloomy.

**F. Through Translation**

The literal translation of common collocations, names of organisations, the components of compounds and perhaps phrases is known as caique or loan
translation. For example Côte d'Ivoire = Ivory Coast, UNESCO, WHO, WWF, KPK, MPR, DPR, NKRI, FAO, UNICEF and UNRRA. Through translation sometimes used when they are already in the form of recognized terms. They cannot be translated into the specific target language.

G. Shifts or Transposition

A 'shift' (Catford's term) or 'transposition' (Vinay and Darbelnet) is a translation procedure involving a change in the grammar from SL to TL. There are two types of shifts, first is changing the form of the text from singular to plural and switching the position of noun to adjective. For example hanboks translated as hanbok itu in Indonesian, it is the example of changing singular into plural. The second type of shift is required when an SL grammatical structure does not exist in the TL For example of the second type is gold digger, it is translated into wanita / pria materialistis or the other example is catcalling means pelecehan in Bahasa Indonesia.

H. Modulation

This is a variation of changing the viewpoint's perspective.

For example:

Source text: he shuts down the fire --> target text: dia adalah seorang pemadam kebakaran

I. Recognized Translation

This procedure occurs when the translators use the generally accepted translation of a certain official or institutional term. For example res republica or Republik in Bahasa Indonesia, caesar or kaisar in Bahasa Indonesia, and Coup d'etat or kudeta.
J. Translation Label

This is a provisional translation, usually of a new institutional term, which should be made in inverted commas, which can later be discreetly withdrawn. It could be done through literal translation (Newmark 1989:90). For example: S.M, S.E, PhD.

K. Compensation

This is said to occur when loss of meaning, sound-effect, metaphor or pragmatic effect in one part of a sentence is compensated in another part, or in a contiguous sentence. For example the term “I got your back” means aku mendukungmu, “you got my words” means aku berjanji, and “stand on someone’s shoes” means berada di posisi orang lain (unhappy situation).

L. Reduction and Expansion

These are rather imprecise translation procedures, which are being practiced in some cases. For example ST : I want to have a sip of your coffee --> TT : Aku ingin mencicipi kopimu, the translated text is reducted the term “have a sip” into “mencicipi” because “mencicipi” means try just a little bit of something in Bahasa Indonesia.

M. Paraphrase

This is an amplification or explanation of the meaning of a segment of the text. It is used in an ‘anonymous’ text when it is poorly written, or has important implications and omissions.

For example : Zoophilia is a paraphilia involving cross-species sexual activity between human and non-human animals or a fixation on such practice (educalingo.com). By adding explanation the readers will easily understand about the unfamiliar terms like the example above.
N. Couplets

Couplets, triplets, quadruplets combine two, three or four of the above-mentioned procedures respectively for dealing with a single problem. Quadruplets are only used for metalingual words. For example: *amish* – kaum yang hidup di wilayah Amerika Serikat dan Ontario, Kanada. The term *Amish* is the combination of two procedure which are transference and descriptive equivalence.

O. Notes, Addition, Glosses

The additional information a translator may have to add to his version is normally cultural (accounting for difference between SL and TL culture), technical (relating to the topic) or linguistic (explaining wayward use of words), and is dependent on the requirement of his, as opposed to the original, readership. Usually the word marked with certain symbol such as * or number (1) and its explanation is in the bottom of the text. Sometimes the additional information is given by the translator in the bottom of the page. For example latke*66*