



CHAPTER II

REVIEW OF RELATED LITERATURE

REVIEW OF RELATED THEORY

To answer the statements of the problem, the writer uses some theories which include the theory of translation for advertisements and proper names and the process of the new terms' formation in the process of translation.

2.1 THEORY OF TRANSLATION

There are some theories which discuss about translation and they have their own definitions about the translation.

2.1.1 KOMISSAROV'S THEORY

Komissarov (1973) said that "Translation is the process

of forms changing from one language to another language moving in three directions: information translation, the semantic and transposition of relevant structures. In this case, there are three things that must be translated: meaning or semantic, information and the structure".

2.1.2 STEINER'S THEORY

G. Steiner (1975) stated that "Translation is a variety activity of outstanding literary which are related to the importance of translation as a key to the understanding of thought, meaning, language and communication linguistics. Steiner put the case for 'poem to poem' against 'plain prose' translation".

2.1.3 HALLIDAY'S THEORY

Halliday (1973) discussed that "Translation is the activity of information transfer in the specialized uses of language, such as: weather reports, recipes, the language of games, medical reports as well as company reports".

2.1.4 NEWMARK'S THEORY

Newmark (1981) said that "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. The texts which are translated are

divided based on the subject matter".

Theory 1, which is discussed by Komissarov, is too broad. There is no explanation what kind of translation which can be used relates to this theory. Komissarov just said that translation is a process of forms changing from one language to another language. Therefore, the writer does not use this theory.

Theory 2, which is said by Steiner, is also too broad. In this case, Steiner just said that translation is a variety activity to understand the translation as well as the source language.

On the other hand, theory 3, said by Halliday, is too specific. Halliday mentioned the translation in the specialized uses only, for report. Therefore, the writer does not choose this kind of theory because there is no relationship between the specialized uses' Halliday theory and the topic of this thesis. This thesis is going to talk about the advertisements and proper names' translation and it is not going to discuss the translation of weather, company or medical reports.

From those four theories of translation, the writer tends to choose Newmark's theory because this theory is related to the topic. The topic is about the translation from English words into Indonesian in the advertisements and proper

names and the definition of the theory states clearly that translation is the attempts to replace the written message. This kind of translation is written translation.

That is why the writer tends to choose Newmark's theory since Newmark said that translation is to replace a written message in one language to another language by the same meaning. Then, the advertisements and proper names are the written message and its translation is to replace a written message in one language, English language, to another language, Indonesian language, by the same meaning. To give more reasons why the writer chooses Newmark's theory, here the further explanation about Newmark's theory.

2.2 THREE FUNCTIONS OF NEWMARK'S THEORY TRANSLATION

Many theorists have divided texts according to subject matter but it is more profitable to begin with Bühler statement (1934) which was adapted by Newmark (1981). Bühler divides the translation, are based on the function, into three parts. They are expressive, informative and vocative function.

2.2.1 EXPRESSIVE FUNCTION

Expressive function is the kind of function related to literature authoritative texts' translation. The mainly focus of expressive function is for a poem. The process of this kind of translation is to translate a poem from one language to

another language, as it is a literal translation. Expressive function is author-centered, the personal use the author makes of his language.

2.2.2 INFORMATIVE FUNCTION

Informative function is the kind of function related to scientific and technical reports and textbooks. This kind translation is for translating textbooks or technical reports from one language to another language.

2.2.3 VOCATIVE FUNCTION

The last function is vocative function. This function is to translate polemical writing, publicity or propaganda from one language to another language.

To know three functions which relate to the process of translation clearly, here the table of expressive, informative and vocative's characteristics:



	EXPRESSIVE	INFORMATIVE	VOCATIVE
1. Typical Example	Literary Text	Scientific Reports, Textbooks	Propaganda, Popular literature, publicity
2. Ideal Style	Individual	Neutral	Propaganda
3. Text Emphasis	Source language	Target language	Target language
4. Focus	Writer	Situation	Reader
5. Loss of meaning	Considerable	Small	Dependent on the cultural differences
6. New words and meaning	Mandatory if in SL text	Not permitted unless given reason	Yes, except in formal texts
7. Unusual metaphor	Reproduce	Give sense	Recreate

TABLE 1. THE CHARACTERISTIC OF EXPRESSIVE, INFORMATIVE AND VOCATIVE FUNCTION

Source: Approaches to translation: The Theory and The Craft of Translation. p. 15.

From the table 1, the writer can see that vocative function is related to the translation of advertisements. Because in this thesis, the writer concerns on the advertisements and proper names in the publicity, therefore, the writer tends to choose this kind of function. The writer analyzes the process of the advertisement or proper names' translation in publicity based on Newmark's theory which relates to the vocative function. The writer does not choose expressive and informative function as the guidelines because the expressive function is to literature texts' translation, and the informative function is to textbooks or scientific reports' translation. Besides, the writer also wants to analyze whether the

translation of advertisements and proper names from English into Indonesian language have already based on the vocative function theory or not.

2.3 THE GUIDELINE OF INDONESIAN LANGUAGE'S USAGE AND THE TRANSFER OF WORDS AND TERMS FROM ENGLISH INTO INDONESIAN PHRASES

According to *Transfer Rule*, which have been legalized by "Departemen Penerangan RI" in 1995, the translation of the advertisements and proper names from English into Indonesian is to six conditions only.

2.3.1 No Translation in Indonesian Proper Names

The translation will not be done if the names of committee, areas, buildings or business have already used Indonesian names.

for example: Gunung Agung

Toko Sanjaya Cemerlang

Taman Jelita etc

2.3.2 Using Both of English and Indonesian Names

The committee, areas, buildings or business which use both of English and Indonesian names; the Indonesian names must be placed on the top of the English names. Not all buildings and committee can have two names, both Indonesian and

English names. The kind of places which have two names are those having international purposes.

for example:

Balai Sidang Jakarta
Jakarta Convention Centre

2.3.3 No Changing in Brands English Names

If the English names are brands, which are registered and they have already had the patent rights; those names will not be changed.

for example: Good Year

City Bank

Kentucky Fried Chicken etc

2.3.4 No Changing and Making Shorter

If it is hard to find the translation for the previous English names, we will make those names shorter or we will not change it at all.

for example: family ----> famili

mall ----> mal

plaza ----> plaza

hotel ----> hotel etc

2.3.5 The Changing of Head and Modifier's Position

There is a changing of Head and Modifier's position in English and Indonesian phrases.

for example: Panin → Bank -----> Bank ← Panin
 M H H M

Shangrilla → Hotel -----> Hotel ← Shangrilla
 M H H M

2.3.6 Still Using the Foreign Phrases in the Translation

The foreign phrases (in this case English phrases) can still be used in its translation or the English phrases would be translated at all.

for example: hotdog -----> roti sosis
 industrial estate -----> kawasan industri
 supermarket -----> supermarket/pasar swalayan

From the condition above, the writer concerns more on condition 4, 5 and 6. The writer discusses about the semantic changes which happen in the advertisements and proper names' translation and the writer uses the condition 4 and 6 as the guidelines. For example: the word **family** will be translated into **famili** (condition 4) and the word **hot dog** is translated into 'roti sosis', relating to the semantic or meaning changes. The writer uses these two conditions as the guidelines to discuss about the semantic changes later.

Beside, the writer is also going to discuss the word-

order's changes. To analyze the word-order's changes, the writer uses the condition 5 as the guideline. As the writer sees that the position of Modifier and Head's position in English phrases will be changed into Head-Modifier in its translation (Indonesian phrases), such as **Panin Bank** is translated into **Bank Panin**. In English, the position of Modifier-Head means that the second phrase explains the first phrase. For example : the phrases **Panin Bank** means that the phrase **Bank** explains the phrase **Panin**. On the other hand, in Indonesian phrases, the phrases' form is based on Head-Modifier. It means that the first phrase explains the second phrase. For example: the phrases **Bank Panin**. It means that the word **bank** explains the phrase **Panin**. (*Transfer Rule*, 1995).

Finally, the writer uses condition 4 and 6 related to the semantic changes and condition 5 related to the word-order changes.

2.4 THE NEW TERMS' FORMATION RULE

According to *The New Terms' Formation Rule* which was legalized by the Minister of Culture and Educational, Sjarif Thajeb, in 1975, the absorption and translation of words should produce the new terms. The formation of the new terms depend on the requirements and steps of the translation themselves. One requirement or step will produce different new terms. To understand the processs of the New Terms' formation

clearly, the writer uses the chart of new terms' formation below:

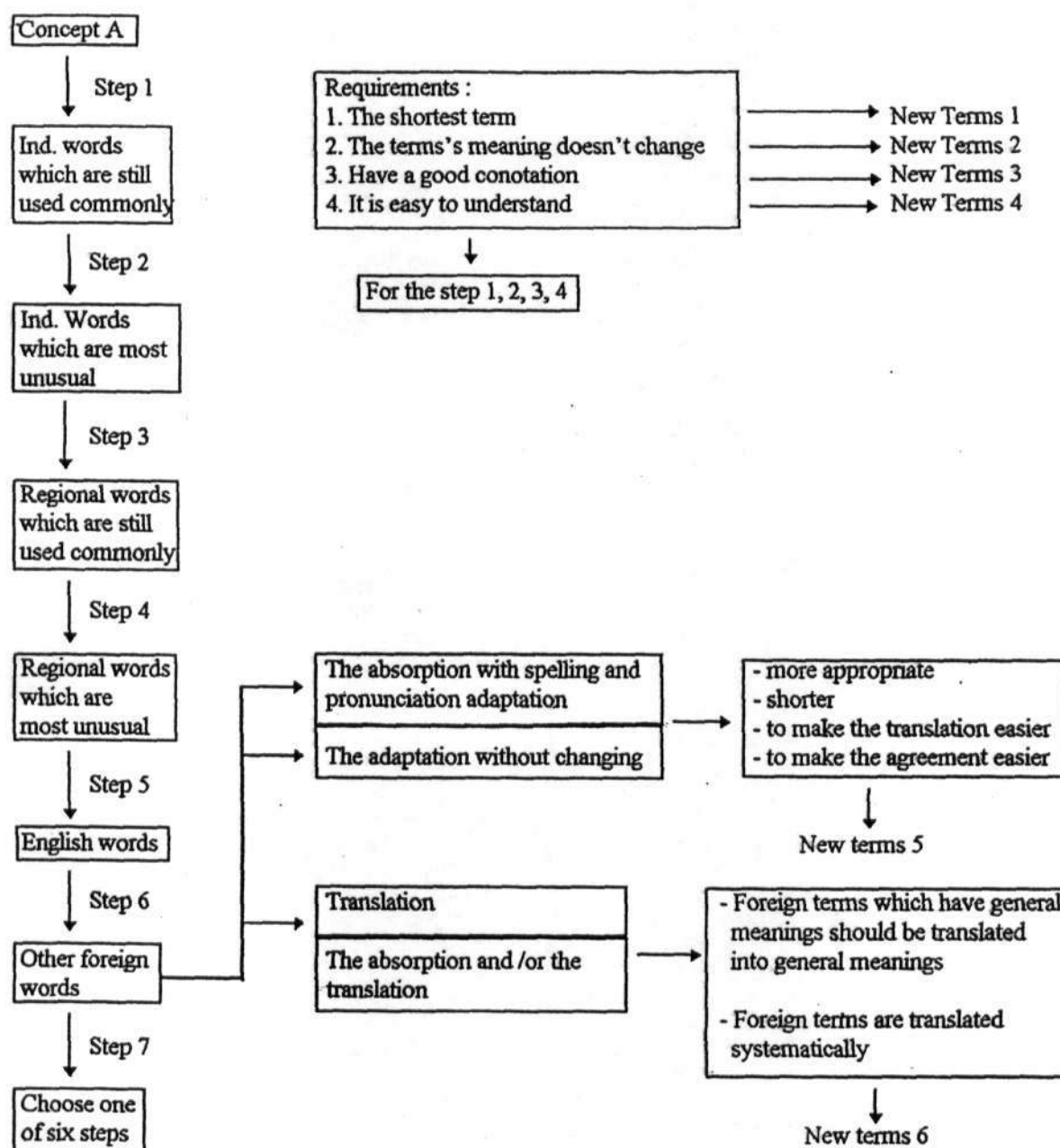


FIGURE 2. THE CHART OF THE NEW TERMS' FORMATION RULE

Source : Pedoman Umum Ejaan Bahasa Indonesia yang disempumakan dan

Pedoman Umum Pembentukan Istilah p. 28.

From the chart above, the writer knows how the process of the replacement from English phrases into Indonesian is. The process of replacement does not only translate the whole phrases but also absorb the English phrases both of spelling and pronunciation. The absorption itself can be divided into two types. They are the absorption with spelling and pronunciation's adaptation, without changing and the absorption and /or the translation since they will produce different new terms. The writer uses this chart to analyze the data whether the advertisements and proper names' translation is the absorption with the spelling and pronunciation's adaptation or not. Besides, from this chart, the writer also knows whether the requirements that should be fulfilled to make a new term as the result of the translation has been fulfilled or not. Finally, the writer will analyze whether the advertisements and proper names' translation from English into Indonesian phrases have already based on the requirements or not.

If we look at the chart above, we could see that there are two ways in absorption foreign words and terms, in this case English words and terms into Indonesian. They are translation and the adaptation with spelling and pronunciation.

There are two criterias in adaptation's way itself. The first criteria is that foreign words have not already been absorbed into Indonesian language's usage rule. For example: the word *shuttle cock* is still used in Indonesian language.

The second criteria is the spelling and pronunciation is adapted into Indonesian language's usage rule.

There are some rules, especially in spelling, to the absorption with spelling from English into Indonesian words:

1. /ai/ is still /ai/

eg: trailer ----> trailer

training ----> training

2. /au/ is still /au/

eg: auditor ----> auditor

causa ----> causa

3. /c/ in front of e, i, oe and y is changed into /s/

eg: census ----> sensus

cybernet ----> sybernet

4. /c/ in front of a, u, o and consonant is changed into /k/

eg: calorie ----> kalori

classification -----> klasifikasi

5. /cc/ in front of o, u and consonant is changed into /k/

eg: accommodation -----> akomodasi

accumulation -----> akumulasi

6. /cc/ in front of e and i is changed into /ks/

eg: accent ----> aksen

success ----> sukses

7. /ogy/ is changed into /logi/

eg: economy ----> ekonomi

technology ----> teknologi

8. /-ty/ is changed into /-tas/

eg: activity -----> aktivitas

solidarity -----> solidaritas

9. /f/ is still /f/

eg: facility -----> fasilitas

factor -----> faktor

10. /ou/ is changed into /u/

eg: journalist -----> jurnalis

11. /x/ is still /x/

eg: xylophone -----> xilofon

xenon -----> xenon

12. /x/ in the other position is changed into /ks/

eg: matrix -----> matriks

export -----> ekspor

13. /-ant/ is changed into /-an/

eg: accountant -----> akuntan

informant -----> informan

14. (a)tie and -(a)tion is changed into /-asi/ and /-si/

eg: action -----> aksi

publication -----> publikasi

15. /-ief/ and /-ive/ is changed into /-if/

eg: descriptive -----> deskriptif

informative -----> informatif

16. /-ical/ (adjective) is changed into /-is/

eg: logical -----> logis

practical -----> praktis

17. /ph/ is changed into /f/

eg: phase -----> fase

spectrograph -----> spektrograf

physiology -----> fisiologi

From the expalnation above, it shows that sometimes, there is the spelling change in both English and Indonesian words in the process of absorption. On the other hand, sometimes, there is no spelling change in the process of absorption. This absorption also influences the process of translation.