

CHAPTER I

INTRODUCTION

1.1. Background of the study

Translation. One simple word but hard to do. What is translation? Often, though not by any means always, translation is “*rendering the meaning of a text into another language in the way that the author intended the text*” (Newmark, 1988). Common sense tells us that this ought to be simple, as one ought to be able to say something in one language as well as in another. On the other hand, people may see it as something complicated, artificial and fraudulent, since by using another language a person is pretending to be someone they are not. Hence in many types of text; legal, administrative, dialect, local, and cultural; the

temptation is to transfer as many source language (SL) words to the target language (TL) as possible (**Peter Newmark, 1988**).

Nowadays, translation becomes so popular because there are many good books that have been written in English and in some other languages and their prices are expensive. Not only in Western countries, but also in Indonesia, many books from Western countries are translated to fulfill the need of Indonesian people. In this era, translation books from English to Indonesia can be found in a big number of publications. But not all of them are perfect in translation, while actually *"translation is the reproduction in a target language of the closest natural equivalent of the source language message"* (**Nida, 1982:208**), it means that to translate is to change in the terms of meaning and in terms of style in the target language as natural as the source language.

There are many problems confronting the Indonesian translators to translate a text appropriately. The problems are the inherent differences between the two languages and special problems due to the current process of standardizing Bahasa Indonesia as a relatively young and growing national language. These treaties will deal with the questions concerning syntax, lexicon, punctuation, and spelling (**Noss, 1982**). According to these, translators have a tendency to give priority to formal correspondence rather than to the transfer of meaning (**Nida and Taber, 1974**).

In this thesis, the writer is interested in translation because when she took translation class, she realized that translation is not just changing words from a language to another language. It needs a special skill so that the result of that translation becomes natural and easy to understand. The writer chooses translation

because it is getting popular in the world of literature and non-literature and it is really an interesting subject to discover when it is matched with an article to be translated, such as advertising, since it is also a means of communication. The writer chooses the advertisement in English language as source language (SL) text and advertisement in Bahasa Indonesia as target language (TL) text.

She is interested in analyzing the advertisement because of several reasons. First, the language of advertisement is very condensed and stylistic and almost everyone knows about advertising. Second, the advertisements as a part of economic activity play an important role in the business market. Companies cannot sell products without advertisements. They use advertisements to introduce their new products. Although advertisements are widely known, there are still a lot of advertisements that are only targeted to certain social class.

Here, the advertisement that the writer uses is the Rolex advertisements both in English and in Bahasa Indonesia that have the same pictures and topics. As **Bovee and Arens** state in their book "**Contemporary Advertising**", the Rolex Company, as a large multinational company often deals with a large international agency. The agency's overseas offices are usually staffed with multilingual and multinational personnel in both creative and administrative positions. Each country in which they operate can be treated as a distinct market, or the campaign can be coordinated and controlled less than one roof for a series of countries or market (1989, p.622). So, the role of advertisement is important in both sides, the producers and consumers. To translate a certain advertisement in different language needs special skill in order to make the readers understand about it.

Sometimes if the advertiser makes a certain advertisement, if he or she wants to make it go public or try to reach the customers outside his or her countries, he or she will make it into multilingual advertisement. So, the advertiser has to translate it into several languages. The translation version has to carry the same intention, register, tone, and message from the original version i.e. the translation version should carry the same effect of the SL text. So that the purpose of the advertiser is known both in the SL and TL text. Also, the rule of translation is needed to make the translation is understandable and natural.

Recently, in the Jawa Pos newspaper, we can see the translation of Rolex advertisement in several pictures and topics. It arouses the writer's curiosity about what is maintained in Indonesian version from the English version. Also, the writer is curious to know whether the translation of Indonesian version of Rolex advertisement from English is understandable and natural.

1.2 Statement of the problem

The writer is curious to know whether the Indonesian versions of Rolex are understandable and natural, the writer comes up with question:

1. What is maintained in Indonesian version from the English version seen from the intention, register, tone and message?
2. Is the Indonesian version of Rolex advertisements understandable and natural?

1.3 Purpose of the study

The purpose of the study is to know whether the Indonesian version of Rolex advertisement is good in terms of intention, register, tone, message and naturalness when it is compared to the original one.

1.4 Significance of the study

The writer hopes that from this study, the readers who are interested in translating English to Indonesian can learn from this evaluation. Also, the writer hopes that in the future, the advertisement's translator will concern about these things because to translate advertisement is to render the intention, register, tone, and message of the text.

Through this research, the writer wants to open the readers' mind that to translate is not just changing words into another language, but we have to render the message. That is why text-oriented is more important than sentence or word-oriented because in translating the advertisement, we deal with the message that persuades the customers. The writer mostly hopes that this thesis can be the basis for further research in the field of translation in the Faculty of Letters, especially in Petra Christian University.

1.5 Scope and Limitation

The scope of this study is about translation. The writer chooses Newmark's theory concerning the vocative function that is related to the topic of this study.

In this study, the writer limits herself by taking one kind of advertisement that is Rolex advertisement in English language as the source language and Indonesian version of Rolex advertisement, which have the same pictures and topics.

1.6 Definition of the key term(s)

1. The textual approach

- The textual approach is always text-oriented as a whole, not sentences or word-oriented (Noss, 1982).

2. Translation

- The reproduction in a receptor language of the closest natural equivalence of the source language message, first in the terms of meaning, and secondly in terms of style (Nida, 1982:208).

3. Advertising

- Paid communication from an identified sponsor using mass media to persuade or influence an audience (Wells, Burnett and Moriarty, 1995:11).

1.7 The organization of the study

The organization of the study is divided into five chapters. Chapter one is the introduction that covers the background of the study, the statement of the problems, the purpose and the significance of the study, the scope and limitation and the definition of the key terms. The review of related literature is in chapter two, consisting the theories to support the study. In chapter three, there are

methods of the study dealing with data collection and analysis. Next, chapter four concerns with the finding of the study and how the analysis is done. Conclusion and summary of the whole study is presented in chapter five.