

CHAPTER I

INTRODUCTION

1.1 Background of the study

People use language as a means of communication. By using language, people can express their thoughts, feelings and knowledge to other people. However, one thing that might become a problem for people to express their thoughts, feelings and knowledge is the fact that people speak different languages.

Because of different languages, people may need a translator to help them to solve the problem of language varieties. That is the reason why the role of a translator in translating books or songs is really important.

A. Widyamarta (1989:9) said,

Translation is very important for the information exchange process and the invention result. Without translation, the next scientists will probably be very much behind in the science development, moreover if they do not have the ability to read foreign or other languages.

Making a good translation, however, is not an easy job to do. There are a lot of problems that may occur in translating a text. Berman (1984:10) says that “Translators can face additional problems for instance misspelled or misprinted text, incomplete text, poorly written text, which makes the translating process even more difficult. A translator must make a solution for those problems”.

According to Percival (1987:92), some technical problems that occur during the translation process are the copy badness of the text and bad language.

Bad copy happens so often that the original text is supplied in the form of a poor photocopy, perhaps with words or lines missing at the edges and not connected for one reason or another. In that situation, the translator has either to refuse the work or do the best he can, making the translation quite clear to the users. No one likes working from a bad copy, but the copy badness of the text should not be used as an excuse for other difficulties.

The other problem is Bad language. This is the sort of situation where the original text contains an obvious error, badly expressed, badly typed. This problem often happens in the translation process. In this case a translator has to improve on the original or bring it up to his own standard of literacy. If the translator uses his own words and style to improve on the original, the translator must convey the meaning and context of the original.

Referring to Novita (2004), a bible translation is the best example for this. Biblical texts were first written; indeed some of the original imagery would be meaningless today; so the translator of the Bible should represent as much as possible the full of richness of meanings, instructions and examples found in the Bible in the original languages. The more detail the translators can do, the more of its richness they discover. This is not an easy job. According to Gerding-Salas (2000:2), the problem that usually appears is related to the reading and comprehension ability in the source language in terms of semantics and cultural nature. Failing in producing the correct translation may cause misunderstanding, which in certain cases may cause laughter or even fatal mistakes. For example, the Indonesian idiom *keras kepala* has a negative meaning, which is *stubborn* in

English, but if the translator translates it into *strong headed* the meaning has changed. This kind of misunderstanding can happen if the translator does not really understand the meaning or the cultural content of the discourse.

Related to the problems above, translation should be done very carefully in order to avoid making fatal mistakes. This means that in order to make a good criteria of translation, a translator should pay attention to both the content and the form of the message. Since content and form are two crucial factors in translation, a translator should therefore keep the translation as close and natural as the original one. In other words, the meaning should not be lost and the form should be restructured so that they become appropriate with the target language.

In religious activities, people have often seen the use of translation in the books like Bible and songs like Gospel songs and Christmas songs. A Christmas song is a song to celebrate the birth of Jesus Christ. Besides that a lot of Christians often use Christmas songs to praise and worship God. There are a number of Christmas songs from the source language, English, is translated into Indonesian. For instance, *Silent Night* song is translated into *Malam Kudus*, and *Rudolph the Red Nosed Reindeer* is translated into *Rudolf Rusa yang Lucu*. According to Nida (1982:3), in translating songs, a translator should convey the entire message from the source language into the target language because the goal of translation is to establish a relation of equivalence of meaning between the source text and target text. This is to ensure that both texts communicate the same message. It means that a translator should pay more attention to the meaning, not the form.

Additionally, in song translation, a translator does not only maintain the original meaning of the source version but also maintain the melody.

According to health-exchange website at www.health-exchange.net about *Translation and Meaning*,

Meaning must have priority over form in translation because its meaning should be carried over from source language to target language, not the linguistic form. The linguistic form varies greatly from one language to other language and it could be misunderstood. The goal of the translator is to produce a target language text that has the same meaning as the source language, but is expressed in natural form of the target language. The meaning, not the form, is retained.

In other words, a translator in translating books or songs should preserve the meaning not distort the meaning.

Nowadays, there are quite a number of translated songs which are available in our society. Even though those songs are translated, it does not guarantee that both songs, original and translated, communicate the same meaning. That is why, the writer wants to analyze one of the translated songs entitled *Rudolf Rusa yang Lucu*. The writer wants to know whether the translated version has the same meaning or not compared to the original one entitled *Rudolph the Red Nosed Reindeer*. The reason why the writer chooses this song is the song belongs to one of the famous Christmas songs in the writer's church and it is often sung during Christmas time. Also, it is because of the comical lyrics of the song itself.

1.2 Statement of the Problem

Major Problem:

1. What is the extent of the meaning transfer in the Indonesian version of Rudolph the Red Nosed Reindeer's lyric?

Minor Problems:

1. What is the extent of the preserved meaning transfer in the Indonesian version of Rudolph the Red Nosed Reindeer's lyric?
2. What is the extent of the distorted meaning transfer in the Indonesian version of Rudolph the Red Nosed Reindeer's lyric?

1.3 Research Objective

The major objective of this study is:

1. To describe the extent of the meaning transfer in the Indonesian version of the Rudolph the Red Nosed Reindeer's Lyric.

The minor objectives of this study are to:

1. To describe the extent of the preserved meaning transfer in the Indonesian version of the Rudolph the Red Nosed Reindeer's Lyric.
2. To describe the distorted meaning transfer in the Indonesian version of the Rudolph the Red Nosed Reindeer's Lyric.

1.4 The Significance of the Study

Hopefully this study will give some input to the readers who have a desire in analyzing the Christmas song especially in the meaning transfer aspect and in analyzing a translation using Nida's theory.

1.5 Theoretical Framework

There are two theories that underlie this study, theory of meaning and theory of translation. Theory of meaning discusses about the types of meaning. theory of translation discusses some fundamental principles of translation by Eugene Nida (1982:14), and the process of translation. According to Nida, translation means reproducing the content of the source text into the target text by finding the closest equivalent words of the target language.

In the process of translation, Nida (1982:33) explains that there are three steps in the translation process:

1. Analysis, in which the surface structure is analyzed in terms of grammatical relationships and the meanings of the words and combinations of words,
2. Transfer, in which the analyzed material is transferred in the mind of the translator from the source language to target language, and
3. Restructuring, in which the transferred material is restructured in order to make the final message fully acceptable in the receptor language.

1.6 The Scope and Limitations

This study deals with the lyric translation of the Christmas song entitled *Rudolph the Red Nosed Reindeer* and therefore it only concerns with the translation of the lyric of the Christmas song from English into Indonesian. The source language is English and the target language is Indonesian. This study is limited to analyze the meaning transfer from English lyric version of Rudolph the Red Nosed Reindeer into Indonesian lyric version.

1.7 Definition of Key Terms

For a better understanding of this paper, the definitions of the following terms are given:

1. Meaning transfer, according to Nida (1982:105) is a transfer of meaning which happens in the process of transferring message from the source text into the target text.
2. Translation, according to Nida and Taber, is reproducing in the receptor language the closest natural equivalent of the source language message, first in terms of meaning and secondly in terms of style (1982:12). In this thesis, translation means the process of transferring messages from the source language into the target language.
3. Christmas song is a music for Christian people to worship God and celebrate the birth of Jesus.
4. Total meaning is the meaning of a phrase, a clause or a simple sentence of Rudolph the Red Nosed Reindeer's Lyric.

5. Meaning distortion means the deviation content of the source text compared with the target text.
6. Meaning preservation means the retaining content of the source text compared with the target text.

1.8 Organization of the Thesis

This study consists of five chapters. The first chapter is the Introduction of the study which covers the Background of the Study, Statement of the Problems, the Objective of the Study, the Significance of the Study, Theoretical Framework, Definition of Key Terms, and Organization of the Thesis.

Chapter two deals with the Theory of the Translation, The Principles of Semantic Meanings, Rudolph the Red Nosed Reindeer's Lyric and the Previous Studies.

Chapter three discusses about the Research Methodology which consists of the Nature of the Study, Research Design, Source of the Data, the Instrument, Procedure of Data Collection and the last is Data Analysis Technique. Chapter four deals with the Findings and Discussion of the Findings. The last chapter, which is chapter five, contains Conclusion and Suggestion.