

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Translation study is very essential in human life today because nowadays they live in the globalization era. In this globalization era, people are expected to be able to communicate with other countries which have different languages. English as an international language is highly needed in everyday life. It can be found in students' text books, manual books, leaflets, brochures, job vacancy and many more.

The focus of this study is the adjustment processes and the evaluation of the translation of bilingual leaflets, especially hair care leaflets. The writer chooses hair care leaflets because there are various kinds of hair care products in Indonesia which use bilingual leaflets. The writer considers those bilingual leaflets as the good source of data to analyze the way the translators translate them. In this case, the writer chooses four different brands as the samples of her research in order to avoid judgment of a certain brand. They are well known as a good product and have famous name, such as NATUR, MYLEA, WELLA EXQUISIT, and NERIL. NATUR consists of NATUR Hair Tonic and Hair Shampoo. MYLEA consists of MYLEA GINSENG Hair Tonic, Hair Shampoo, and Hair Conditioner; MYLEA INTENSIVE Hair Tonic, Hair Shampoo, and Hair Conditioner; and MYLEA ANTI DANDRUFF Hair Shampoo. WELLA EXQUISIT consists of Hair Tonic. GARNIER NERIL consists of Hair Tonic and Hair Serum. They are local products that have their home bases in Jakarta-Indonesia. The producers provide

bilingual leaflets (Indonesian-English) to promote their products to other countries in Asia.

This research aims to investigate what adjustment processes occur in the translation of hair care leaflets and evaluate the translation qualities. The previous study on translation takes data from a written text of a student's paper, Maria Sriwahyuharini, 2006 entitled *The Study on Translation from Indonesian into English in Bilingual Skin Care Brochures of La Tulipe Cosmetics*. The focus of the study includes equivalence in grammatical/elements and adjustment processes. The study above shows the importance of translation. Nevertheless, there has been no research of adjustment processes in the translation of bilingual hair care leaflets including the evaluation of the translation qualities.

1.2 Research Question

Dealing with the research, the writer wants to formulate the main problems in bilingual hair care leaflets, they are:

- What are the effects of adjustment processes occur in the translation of bilingual hair care leaflets to the translation qualities?

1.3 Research Objectives

This study attempted to find out what adjustment processes occur in the translation and to evaluate the translation qualities of bilingual hair care leaflets which are translated from Indonesian into English.

1.4 Significance of the Study

In general, this research are expected to contribute a better understanding in translating leaflets, especially bilingual hair care leaflets, understanding about the adjustment processes in translation and the qualities of translation, in order to produce a better translation in appropriate situation.

1.5 Theoretical Framework

This study will be based on the translation theories of adjustment processes and the qualities of translation.

For the adjustment processes, translation theory according to Pinchuck (1977:188) was selected.

1. Transcription: “The process of rendering the sound and spelling of a source language into a target language” (Pinchuck, 1977:188).
Example: cell → sel.
2. Transliteration: “The process of rendering the letters of one alphabet into the letters of another with a different alphabetical system” (Pinchuck, 1977:188).
Example: Russian Cyrillic into the Latin (ФИЛЬМ → play) or Arabic into Latin.
3. Borrowing: “A procedure that is often used when the target language has no equivalent for the source language units by adopting them without change but sometimes with spelling or pronunciation adjustment” (Pinchuck, 1977:188).
Example: make up (English) → make up (Indonesian)
4. Literal: “This is one-to-one structural and conceptual correspondence. It can include borrowing and word-for-word translation, this is a kind of interlingual synonymy” (Pinchuck, 1977:188).
Example: sunlight → sinar matahari.
5. Transposition: “The process of replacing a grammatical structure in the source language with one of different types in the target language in order to achieve the same effect” (Pinchuck, 1977:188).
The structure of the sentence in SL and in TL is different.
Example: He takes the book → Buku itu diambil olehnya.
6. Modulation: “It entails a change in lexical elements, a shift in the point of view, transposition and modulation may take place at the same time” (Pinchuck, 1977:188).
It is the variation in the translator’s point of view.
Example: He bought a book → Dia membeli majalah. (Book is translated majalah because of the translator’s point of view).
7. Adaptation: “It is used when other procedures above do not suffice, it involves modifying the concept, or using a situation analogous to the source language situation though not identical to it” (Pinchuck, 1977:188).

An adaptation may at the same time entail modulation and transposition. The translation in TL is little bit different with the SL, because the translator adapts it to produce an appropriate translation.

Example: tanpa menimbulkan iritasi terhadap kulit kepala → it is gentle to the scalp

For the translation qualities, translation theory of ‘qualities of a good translation’ according to Barnwell (1980:15) was selected:

1. Accuracy → The transfer of meaning of the message as exactly as possible into the TL
2. Clarity → The way which communicates most clearly, the way which ordinary people will understand the ideas
3. Naturalness → It is important to use the natural form of the TL, if the translation is to be effective and acceptable. A translation should not sound foreign.

1.6 Scope and Limitation

This study deals with translation, particularly the adjustment processes occurring in the translation of bilingual hair care leaflets which are translated from Indonesian into English including the evaluation of the translation qualities from the SL to the TL.

1.7 Definition of Key Terms

In order to avoid misinterpretation of some key terms, which are used in this study, it is important for the reader to know the definition of the key terms such as:

1. Translation: (noun): The reproduction in a receptor language of the closest natural equivalent of the source language message, first in terms of meaning, and second in terms of style (Nida, 1969:12).
2. Adjustment process: (noun) The process to transfer meaning of a text in one language into a text in another language involving essentially adding structural or lexical elements to those present in the source language or subtracting from them; eliminating elements that are obligatory in the source language but unnecessary in the target language or with no counterpart there, adapting the content of the message so that the target language text

will come as close as possible to the intent of the source language text and create a similar impact (Pinchuck 1977:188).

3. Leaflet: (noun) A written or pictorial message on a single sheet of paper. It has no standard size, shape, or format and it is easy to distribute. Leaflet may be categorized as persuasive, informative, and directive ("Psychological Operations Field Manual No.33-1" published in August 1979 by Department of the Army Headquarters in Washington DC; and "Psychological Operations (PSYOP) Media Subcourse PO-0816" by The Army Institute for Professional Development, published in 1983)

1.8 Organization of the Thesis

The research consists of five chapters: chapter I consists of background of the study, research question, research objectives, significance of the study, theoretical framework, scope and limitation, definition of the key terms and organization of the thesis. Chapter II presents the translation theories, which are used to support the analysis. This chapter consists of translation process and translation evaluation. Translation process includes the definition of translation and adjustment processes. Translation evaluation includes qualities of a good translation. There is also previous related study. Furthermore, chapter III contains the research methodology. It consists of research design, sources of the data, research instrument, procedure of the data collection, technique of data analysis, and the triangulations. Chapter IV presents the analysis of adjustment processes and the evaluation of translation qualities. The last, chapter V is the conclusions and suggestions.