

CHAPTER I

INTRODUCTION

1.1 Background of the Study

There have been an increasing number of interests in the field of translation due to the growing need of communication between languages and its great effect on everyday life (Hatim and Munday, 2004:3). Translation itself, as defined by Catford (1965), is “an operation performed on languages: a process of substituting a text in one language for a text in another” (1965:1). Substituting means that there are changes of form and transfer of meaning from the source language (SL) to the target language (TL). In other words, translation becomes important since it is needed to transfer information and meaning from a language to another language.

In its practice and development throughout the years, translation has helped a lot of people with different languages communicate through written texts, no matter what the subjects are. Newmark (1988) points to some functions of translation:

As a means of communication, translation is used for multilingual notices, which have at last appeared increasingly conspicuously in public places; 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).

Take the example from a translated English textbook into Indonesian, for instance. The translated textbook will inevitably help Indonesian people who do not speak English; they can read the textbook without difficulties. However, where can the tourist publicity translation be found? Well, it can be found in tourism books about a country, tourism brochures about tourism objects, and so on. A work of translation can be seen there.

In addition, due to the fact that people like to travel and visit tourism objects, then tourism brochures are essential for them in order to understand the tourism objects, both for locals and foreigners. A work of translation, therefore, is needed by the foreigners since the brochures are usually written in the local language. Up to this point, it can be seen that the work of a translator holds a very important role.

To make a good and successful translation, every translator has to find the equivalent translation of the SL in the TL. In this case, the notion of equivalence is crucial in translation, as stated by Venuti (2000:5) who says that equivalence means “accuracy, adequacy, correctness, correspondence, fidelity, or identity; it is a variable notion of how the translation is connected to the foreign text”. Thus, equivalence uses different means to describe the same situation (Vinay and Darbelnet in Munday, 2008:58). When the translator cannot find the equivalence of a SL text in the TL text, then s/he has to find another word which has the closest meaning toward the SL. Here s/he faces the problems of non-equivalence. Problems of non-equivalence range from the differences in form and meaning

between the SL and the TL words, the complexity of the SL semantically, and the absence of the SL terms in the TL (Baker, 1992).

As the problems of non-equivalence in translation are identified, a translator will then find some strategies for solving them. The purpose of these strategies is to provide or present the closest meaning or message of the SL text in the TL text. These strategies may range from providing more general words of some specific expressions whose equivalence are not available in the TL, to providing explanation for those words with heavy cultural load. In other words, the translator uses shifts in solving the non-equivalence. Besides, in a translational activity, shifts in the TL are unavoidable phenomena since in order to reach equivalence, sometimes shifts must occur in the TL text. Here, the translator's knowledge about the two languages, the SL and the TL, is tested.

The focus of this study is investigating the translation shifts that occurred in the Indonesian – English translation. The purpose is to analyze the translation shifts that may occur at different levels of language analysis, namely, word, phrase and sentence levels. For the purpose of the study, five tourism brochures published by the Surabaya city government are chosen as the data source. The reason for choosing this source is the fact that these brochures are prepared for and read not only by Indonesian people but also by foreigners. It is necessary then that the English translation is understood well and one of the way to ensure this is by examining whether the SL text is equivalently translated into the TL text, and in facing non-equivalence, whether the shifts made by the translator result in TL text that is close to equivalence with the SL text.

So far, there are some similar studies that have been conducted toward translation shifts in tourism brochures. In her study *“Strategies for translating terminology in tourist brochures”*, Žaneta Kubíčková (2011) used twenty six Czech tourist brochures translated into English. She found and described methods of translating in those brochures and specified the quality of the English version of each brochure. Besides, Enikő Terestyényi (2011) in his journal *“Translating Culture-specific Items in Tourism Brochures”* examined different translation techniques applied in the English brochures of the Hungarian National Tourist Office (HNTO) with a special focus on culture-specific items. However, those previous studies are surely different from this present study in terms of the SL being involved in the translation analysis. Since each language has its specific characteristics in terms of word, phrase, and sentence structures as well as how meanings are conceptualized in words, it may be interesting to identify how the Indonesian (SL) text is translated into English in these three different structural levels of language analysis.

This study is expected to contribute to better understanding of the nature of translation work, the types of problems being faced by translator and, more importantly, the kinds of solution that can be offered to these problems of non-equivalence in translation.

1.2 Statements of the Problem

1. What types of translation shifts occur at word level in the Surabaya city government’s tourism brochures?

2. What types of translation shifts occur at phrase level in the Surabaya city government's tourism brochures?
3. What types of translation shifts occur at sentence level in the Surabaya city government's tourism brochures?

1.3 Objective of the Study

1. to discover the types of translation shifts occur at word level in the Surabaya city government's tourism brochures.
2. to discover the types of translation shifts occur at phrase level in the Surabaya city government's tourism brochures.
3. to discover the types of translation shifts occur at sentence level in the Surabaya city government's tourism brochures.

1.4 Significance of the Study

This study aims to give information about translation, especially about translation shifts from Indonesian to English. Moreover, this study is expected to be able to help those who want to find an additional reference about translation shifts for further studies. Besides, this study is also expected to give contribution to Indonesian – English translators in facing the translation shifts so that the shifts made by the translators result in the TL text that is close to equivalence with the SL text.

1.5 Scope and Limitation of the Study

The scope of this study is the Indonesian – English translation shifts found in the Surabaya city government’s tourism brochures. The analysis of the study is limited on the levels of word, phrase, and sentence.

1.6 Organization of the Study

This study consists of five chapters. The first chapter is the introduction of the topic. The second chapter is the theories used to analyze the topic. The third chapter is the research method used in collecting and analyzing the data. The fourth chapter is the analysis of the data. Eventually, the fifth chapter is the conclusion of the study.