

CHAPTER I

INTRODUCTION

This chapter consists of the background of the study, research questions, objectives of the study, significance of the study, and scope and limitation of the study. The background of the study explains the thoughts and conditions of the research conducted. Meanwhile, the research question explains what the problem is and what causes it. Furthermore, the objectives of the study explain the problems formulated. The significance of the study mentions the benefits of this study for certain groups or communities. Meanwhile, the scope and limitations of the study explain again the focus of the research and the benefits of this study.

1.1 Background of the Study

It takes the process of translating a fiction book so that it can be read, known, and understood by the public at large, especially on an international scale. Translation is not a simple process but a complex process, in the process of translating texts, for example, the translator has to go through various stages, and in each stage often encounters complex problems that have to be confronted and solved. Translation is defined as the process of re-expressing message from Source Language (SL) to the Target Language (TL) with the closest and fair equivalent, in terms of meaning and language style (Nida and Taber, 1969). It is a part of applied linguistics and has been done in a variety of ways.

Folklore translation involves language transfer in addition to understanding and conveying the cultural values contained in it. Folklore, as a cultural heritage passed down from ancestors to subsequent generations, encompasses various aspects of people's lives, beliefs, morality, and the history of the country (Siregar, 2020). Folklore translators must have cultural sensitivity, a deep understanding of the historical context, and values embodied in the story, because translation not only substitutes words from one language to another, but also involves an in-depth interpretation of the cultural context, nuances of the language, and peculiarities of local expressions (Siregar, 2020). A translator must also be able to understand and

transfer information from Madurese as the source language to the target language without losing the value of the original terms. However, translation is often difficult, especially when translating elements related to the culture contained in Javanese folklore. In such a situation, the translator must understand Javanese culture and master the language. The translator's ideology also plays an important role in the process of translating cultural terms. Errors in the application of ideology can cause the wrong strategy to change the meaning. Therefore, the translator should have the ability to translate cultural terms correctly and commensurately.

In addition, the translation of folklore is essential to preserve and introduce the cultural richness of a community to the outside world. This can allow people from various backgrounds to feel the wisdom and beauty contained in every folklore presented. Translation also always involves two languages, namely the target language and the source language. The translation itself has the meaning of stating in another language (or target language) what has been stated with another source while maintaining its semantic and stylistic standards (Bell, 1991). While another understanding is also explained by Newmark, translation is the translation of a text into other languages with what the author describes by transferring the Source Language (SL) into the Target Language (TL) (Newmark, 2022). According to Nida and Taber (1982), translation is a defining activity that emphasizes the target language and emphasizes a message, where they say in their book translation is an effort to reconvey the message, not just find the closest and most understandable equivalent. Thus, an ideal translator must be able to master the source language and the target language well in order to know what discourse. Particularly is the cultural discourse behind the language concerned.

For instance, the translation of the cultural phrase “**Ningrat**” is found in one of culture – specific terms as shown below :

*SL : **Sassus**, sembunyi-sembunyi diucapkan di antara teman-teman sekolah: bankier-bankier terkaya di dunia pun tiada berpeluang untuk merayunya. **Ningrat** gagah dan ganteng pada tunggang- langgang untuk mendapatkan perhatiannya.”*

*TL : **The rumors**, whispered furtively among my school friends, were that even the richest bankers in the world had no chance of courting her. Handsome and manly **nobility** scrambled head over heels just to be noticed by her.*

The material culture described in the source language above is specifically related to one of the Javanese terms to address the noble. This is indicated by the noun phrase **Ningrat**, which refers to a term in Javanese society that refers to a high-ranking social class or nobility. They usually come from families that have a long history in government or have great influence in society. The word Ningrat is not familiar, confusing the reader.

From several understandings that some linguists have put forward, it can be said that translation is the process of transferring meaning from the source language into the target language, where the target language must be as grammatically appropriate and natural as possible so that readers do not realize if they are reading the translation results. Translation can create incommensurability. This is also a problem in the translation process, this is called the term 'Common problems of non-equivalence'. One of them has been put forward by Baker caused by culture-specific concepts where the concept of a language does not exist at all in the target language. Newmark (1998) It also defines culture as a way of life and its various manifestations that are synonymous with a community that uses language.

Therefore, this study examines how certain cultural elements in the novel Bumi Manusia are translated into English text. Research involving the translation of cultural elements is conducted to see the equivalence of meaning from the source language into the target language. As a country with diverse and unique cultures, through the novel Bumi Manusia, there is a good opportunity to conduct research on equivalence in translation of cultural terms and examine how the translator perspective in analyzing cultural terms in the target language.

1.2 Research Question

1. What are culture-specific terms found in *Bumi Manusia* and its translation?
2. What translation strategies are applied in translating culture-specific terms of *Bumi Manusia*?
3. To what extent does the translation of culture-specific terms achieve translation equivalence?

1.3 Objectives of the Study

1. To identify and classify the culture-specific terms in *Bumi Manusia* and its translation.
2. To analyze the translation strategies applied to culture-specific terms in *Bumi Manusia*.
3. To describe the degree of meaning equivalence of the culture-specific terms of *Bumi Manusia* and its translation

1.4 Significance of the Study

Theoretically, the results of this study are expected to be useful for researchers, translators and students in conducting research like this. As stated below:

1. Theoretically

The research is expected to provide knowledge and help students in using translation methods that include texts, storybooks, journals, articles that are still in the context of English. In addition, this research is also expected to provide a deeper understanding of the challenges in translation, so that translators can overcome various problems in translation better.

2. Practically

This research is also very important to be used as a reference for students in using translation methods. It can be used as a guideline to maintain the accuracy and conformity of the translation with the text. For readers, the practical significance of this study is to enhance their understanding of how cultural elements from Indonesian literature, like those in *The Earth of Mankind*, are conveyed in translation. By examining how culture-specific

terms are translated, readers can gain deeper insight into Indonesian culture and the translation process itself, allowing for a more enriched and authentic reading experience of translated works. This understanding can foster greater appreciation for the challenges and nuances involved in bringing culturally rich texts to a global audience.

1.5 Scope and Limitation of the Study

This study examines the translation of culture-specific terms of Pramoedya Ananta Toer's *Bumi Manusia* in Max Lane's *The Earth of Mankind*. It focuses on identifying and categorizing these terms using Newmark's classification, analyzing translation strategies with Newmark's methods, and evaluating translation equivalence using Bell's theory.

The study is limited to the culture-specific terms in *The Earth of Mankind*, so its findings may not apply to other works or translations. It only uses Newmark's and Bell's theories, which restricts analysis to their perspectives. Additionally, the study focuses on the Indonesian-English translation, so the conclusions may not extend to other language translations, and the subjective nature of cultural interpretation may affect consistency in categorizing terms.