

CHAPTER I

INTRODUCTION

In this chapter the researcher describes some elements that include are background of study, statements of the problem, objectives of the study, significance of the study, scope and limitation of the study. Those are sub chapters that significant to describe in generally.

1.1 Background of Study

Translation is a transferring process of language meaning to get the deal meaning based on the target language perception. Language is an important device to communicate for all people in transferring information for the readers or listeners around the world. Basically, language uses to express our feeling that form of a word and pronounced with the form of a text or speaking. Right now, there are many books or the other materials were published to another countries that use English. However, it sometimes cannot be understood by the other people that have different language, so that it should be learned by someone who use different language in communicate. In communication, when we speak or say an information (may be in a text or speaking), there are something that should be considered in communication world, like social culture, social condition, background knowledge, because that influence to their comprehension about the language (misunderstanding). There are many people who can speak with different language may be in English or another language with other people that are around them also write in a text, but it is not enough for all. Cause of that, there are many people who can't understand about the communication or speak with other who have different culture or are in different social condition.

In language, when they speak with the other who has different culture they have an ambiguous understanding or meaning about the language that used, so that they could have different meaning and assumption about the language and it could be trigger a conflict both of the speakers and listeners. Thus to overcome it, we should to transfer the source language form into target language or from the target language into source language to find a same meaning or assumption between the speaker and the listener may be in the text, that called translation.

In translating a text, the translation is the process in transferring one language to another language to get the equivalent comprehension between the first language (SL) and the second language (TL). It means that before translate the language message of source language into target language, the translator has to found out the comprehending about the both language message.

Relate to the translation, there are any things that use English in promoting product such as in the lamp packaging as the non-literary material. Lamp packaging is a kind of pack or box of lamp that used to cover up the lamp. In the outside of the lamp packaging usually there are two forms of text that use to gives an indication or an instruction about the lamp usage and also it used as a tool to promote the product. Relates to the texts of lamp packaging, there are form of English text as the source text and the Indonesian form as the target text. On the lamp packaging, there are many ways as a part of translation that always used by the writer to translate one language to another language that usually the producer uses English language as an international language. Relates to the lamp packaging, it means to be easygoing about the costumers' understanding about language and the instruction usage in the lamp packaging. The writer choose it because it comes from the writer's apprehension feeling about the misapplication or danger for the expansion of technology for right now. Thus we have to understand what was said

in the direction text of it, so that there will not misunderstanding about the usage.

So that, it need to discuss because it concerns with their safety.

In this research, the writer analyze from English text as source language (SL), than the meaning of the source language text that forms of Indonesian as target language (TL).

Translation is communication process that concerns with transferring process of the message from a source language to the target language message (Ali Darwish, 1989). In translation we should restructuring the linguistic texts and reorganizing to get the meaningful in target language because a good translation is a determiner to gives the extended meaning for the audiences. To get an equivalent translation, the translators have to understand about the source language and the target language competences and the messages. Like textual competences, subject competences, cultural competence, and transferring competence of the language. In translation there are some factors that should be concerned by the translator and it will be a determiner to get a meaningful in translation. The first is linguistic factor that consists of the words, phrase, clause and sentence. The second is non-linguistic factor that consists of cultural knowledge between the source language and the target language culture, Ni Ketut Diani Mahasari (Nababan: 1999).

Related with the translation, when we translate for any genres of literary text, may be it is a literary text or non-literary text, there some categories that used to examine it. These categories are known as general translation procedure. Translation procedures are methods that applied by the translators which aim to formulate an equivalence in translating or transferring elements of meaning from the source text (ST) to target text (TT). It means that translation procedure as an instrument of textual analysis from the individual words as units of translation with an emphasizing that the translators deal with their ideas and feelings in various

semantics fields (Vinay & Darbelnet, 1958 in Walinski, 2015). In translating a text, the translators can use this procedure to analyze thus it will be equivalence translation work (Molina and Albir 2002 in Yuliana M. 2015). Thus, this study is suitable to be conducted by using the translation procedures. Such as the example bellow:

Source Text	Target Text
Trusted quality	“Kualitas terpercaya”

(Source: Philip 2001)

Therefore, this word is famous in the lamp packaging of Philips. Furthermore, it is a form of transposition word. In grammatical rule, the source text forms of Transitive Verb + Adjective, but in target text it has grammatical changing becomes Noun + Adjective. The changing of the grammatical form of the source text into target text is through when the literal form of source text cannot be occur in target language text. So that the translator choses the suitable form based on the target text context. It means to get the acceptable form in target text thus the meaning can be suitable in receptor language mind. The idiomatic expression of the *trusted quality* consists of Verb + Adjective =*trusted+quality* in source language. But in target language it has different formula, it becomes Noun + Adjective =*kualitas+terpercaya*.

Based on the facts above, the writer has some reasons to conducts this research. The first, the lamp packaging was choose to be analyzed because there are some existences of translation on the lamp packaging that is important for the consumers that are in another country. Thus, in here the translation as a way to translate the information or the directions that displayed in the lamp packaging. The second, the lamp packaging was choose to be analyze because the translation can be found in the Philip lamp packaging in commonly than in another lamp packaging

like in Ekonomi lamp packaging, Panasonic lamp packaging. Third, to facilitate the analysis, thus in this study the writer uses translation procedures because the translation procedures are important to avoid misapply the lamp by the consumers as long as the result of the translation is appropriate in target language text. So that, for these reasons the writer is interested to analyze this study that entitled “An Analysis of Translation Procedure in the Lamp Packaging”

1.2 Statement of Research Problems

This research analyze about the translation procedures in terms that used in the lamp packaging, the questions are;

1. What kinds of translation procedures are found in the Philip lamp packaging?
2. How is the translation process in the lamp packaging?

1.3 Objectives of the Study

Basically to answer the research question, this research tries to fulfill with the following objectives.

1. To explain kinds of the translation procedures are found in the lamp packaging.
2. To explain the translation processes in the lamp packaging.

1.4 Significance of the Study

The significances of this research are to give some contributions both theoretically and practically.

In theoretically, this research expected to give an understanding about translation procedure thus it can be developed in the linguistic study, specifically in translation procedures. So that the readers will be more understand about the translation procedures and they could be applied it that concern about the important information in a product, especially in lamp packaging.

In practically, in this research the writer hopefully the result of this study can be used as reference in translation for the audiences to be careful in translating language or use a language.

1.5 Scope and Limitation of the Study

The scope of this study is translation. In addition, this research focuses on translation procedure. And the limitation of this study is the applying of the translation procedure and the process of the translation in the words or in the sentences that found in the Philip lamp packaging.