

CHAPTER I

INTRODUCTION

There are five subchapters in this chapter. The subchapters cover the background of the study, the statement of the research problems, the objectives of the study, the significances of the study, scope and limitation of the study.

1.1 Background of The Study

Humans live with one another. They can't live alone and without interaction with others. Every day they will interact a lot using language. Of course, when doing the interaction, they use language to communicate. Language is important for humans to interact with each other, like communicating. There are two kinds of communication, verbal and non-verbal communication. Both of them are using language. Language can't be separated from humans; it is part of them. As long as humans are alive, language is used to interact with other people, because language certainly figures centrally in our lives.

People must be able to use language in their communication. As a means of communication, translation is a technique for learning a foreign language. With language, translation can be applied. The translation is a technique to restate ideas from one language to another. Translating is used to make known what has been said or written in a foreign language. Consequently, translators do not translate to understand but make others understand. They must understand the text before translating it. Translation from one language to another language is not easy. We must learn consistently to solve as close as the original text without changing the writer's message and meaning.

According to Nida and Taber (1982) "translating is produced the receptor language for closest natural equivalent in the source language message into target language, and divided into two, first in terms of meaning and second in terms of style". It means that translating is the effort to re-write again the message of the source language into the target language with the closest natural equivalency in terms meaning and style. The equivalent is a correspondence of the message of SL text to TL text. Formal correspondence is

the equivalent of the structure of both the source language text and the target language text that is denied (equivalent over formal correspondence) (Nida and Taber, 1982). Traditionally, we should consider free translation as contrasted with close or literal ones.

Usually, specific meaning owned by a source language text, and the translator must add one or two meaning elements from the source language into the target language to makes the readers or people understand the meaning. In the restructuring the translation process is important because one of procedure of translation. According to Munday (2016), the aim of translation is that, after reaching an understanding of what the ST writer 'was trying to say', the translator should put this meaning into (in this case) English 'which will, so far as possible, produce the same impression on the English-language reader as the original would have done on the appropriate foreign-language reader'. A translator quickly restores type of grammatical in the source language text and searches the meaning adapted to the source language into target language, this procedure of translation is modulation.

According to Newmark (1988) modulation is a meaning shift occurring in the target language due to changes of viewpoint and opinion. Modulation is defined “a variation through a change of viewpoint, of perspective and very often of category of thought” (Vinay and Darbelnet’s, 1995). In researcher opinion modulation is one of the most important translation procedures because it involves a translator’s perspective and opinion when transferring from the source language to the target language. The viewpoint is the key in producing accurate meaning and equivalence in the translated text. For the example of modulation are the word “trainer” and “trainee”. “Trainer” when translated into Indonesian language as *pelatih*, but there is no an equivalent word expression the word “trainee”. Thus, it is needed to change the point of view and the translation can be “*orang yang mengikuti pelatihan.*”

The writer is interested in using the Brochure *Travel Guide to Bangkalan (East Java Province)* made by the Ministry of Tourism and Culture East Java Province as source of data for this thesis using Vinay and Darbelnet’s (1995) theory for modulation and Nababan (2012) theory for readability. This

brochure is shaped like a book with 22 pages containing information about tourist destinations in Bangkalan district, East Java Province. The information has pictures and text in English and Indonesian language. The colors of this brochure are made attractive so that many readers will be interested in reading travel brochures that contain information about the tourist destination in Bangkalan district.

A good translator should have a deep understanding of translation procedures, including modulation. This is because modulation requires the translator to take into account their perspective and opinions when transferring information from the source language to the target language. According to Peter Newmark (1988), to translate the data, translators have to be careful. The translators must be consistent in five basic levels; First, the translator must fully understand the sense and meaning of the original author. Second, the translator should have perfect knowledge of the source language and target language. Third, the translator should have avoided word for word rendering. Fourth, the translator should use forms of general speech in common use. And the last is the translator should choose the exact word to produce the correct sentence.

Researchers also must understand the travel brochure using readability by Nababan theory (2012). The reason is to make the readers who read the product of translation as in this brochure are not confused in understanding the information text of the brochure. These are the things that have motivated the writer to examine deeper about modulation and readability in this travel brochure.

1.2 Research Question

Based on the background study above, there are two research questions, as follows:

1. What are types of modulation found in the brochure *Travel Guide to Bangkalan (East Java Province)*?
2. How does the modulation affect the readability of the brochure *Travel Guide to Bangkalan (East Java Province)*?

1.3 Objective of The Study

According to research questions above, the objective of study are:

1. To find out the kind of modulation in the brochure *Travel Guide to Bangkalan (East Java Province)* using Vinay and Darbelnet theory.
2. To describe the modulation affect the readability in the brochure *Travel Guide to Bangkalan (East Java Province)*.

1.4 Significance of The Study

From the study's objective, there are some expected significances for this research, which are:

- a. For the readers: The result of this study can give the readers information regarding the research topic, in translation studies, especially about modulation and readability.
- b. For the next writer: This study can become a reference with a similar topic about translation, especially about modulation using Vinay and Darbelnet's theory and readability using Nababan theory in the travel brochure, with consists of two languages that are English language and Indonesian language.

1.5 Scope and Limitation of The Study

The scope and limitation of this research are to analyze the modulation types in the brochure *Travel Guide to Bangkalan (East Java Province)* using Vinay and Darbelnet's (1995) modulation theory. Modulations are divided into two types; Fixed and Free modulation. In free modulation, consist of ten kinds: Abstract to Concrete, Negated Contrary, Part for the Whole, Cause, and Effect, One Part to Another, Reversal of Term, Active to Passive, and Space for Time. The researcher also analyzed readability using Nababan (2012) theory for this research.