

CHAPTER I

INTRODUCTION

This chapter consists of five sub-chapters, namely background of the study, statements of the problem, objectives of the study, significances of the study, scope, and limitation of the study.

1.1 Background of the Study

Translation entails converting languages from the Source Language (SL) to the Target Language (TL), which involves dealing with distinct sentence and grammatical structures. This disparity undoubtedly adds complexity to the task of translation. A translator must possess a strong grasp of both the Source Language (SL) and the Target Language (TL) in order to effectively identify suitable corresponding terms between them.

Translation, in essence, involves conveying the message from the Source Language (SL) to the Target Language (TL) while preserving the original idea and meaning. The linguistic elements of a language encompass tangible aspects such as words, phrases, clauses, sentences, and paragraphs, both in spoken and written form. These elements are known as the surface structure of a language. During the translation process, it is crucial for a translator to diligently search for appropriate equivalent words that maintain compatibility with the context of both the source and target languages. As a result, translators often encounter challenges when rendering phrases from the Source Language (SL) into the Target Language (TL).

In addition, Sriyono (2019) defined “translation as one of the tools to bridge the communication between different languages and cultures that has difficulties dealing with communicative and persuasive effects”. Based on the aforementioned statement, the researcher has identified a definition of translation that closely aligns with the views expressed by experts. The conclusion drawn is that translation is the process of conveying meaning, messages, thoughts, and ideas from the Source Language (SL) to the Target Language (TL), while taking into account the equivalence of meaning.

It is related with Matsumoto (2003), “translation is not only changing writing from one language to another, words by words or sentences by sentences, but also the interpretation of cultural differences”. Moreover, translation is an accomplished undertaking as it encompasses various aspects such as vocabulary, grammatical structure, communication context, and the cultural backdrop of the source language. This implies that a translator is tasked not only with translating from the Source Language (SL) to the Target Language (TL) but also with adapting to the distinct cultures associated with both languages.

Translation entails the conversion of language from the Source Language (SL) to the Target Language (TL). However, the act of language transformation in translation is influenced by various factors, including the communication situation, cultural context of the source language, and grammatical structure. These factors can impede the translator's ability to effectively convey messages. Each language possesses its unique concepts, and as a result, the concepts from one language to another may differ. This discrepancy arises due to variations in word articulation or organization within each language. The disparities between the source language and the target language can thus complicate the process of language transfer.

Furthermore, translation techniques are commonly employed in the translation process, particularly when dealing with written language. Written language refers to the form of language used for communication through written texts, such as books or printed materials, intended for readers. Written language often involves the presentation of ideas, highlighting the writing process, incorporating visual aids, and utilizing various forms of illustration to enhance reader comprehension. Consequently, written language holds significant importance across different types of texts, particularly in the context of materials like leaflets.

As defined by the Oxford Dictionary, a leaflet is a paper document that provides information or serves as an advertisement. It is essentially an open letter designed to capture the attention of individuals and is distributed by hand, mail, or inserted in local newspapers. Leaflets are commonly utilized for promotional

purposes, such as advertising goods or services like restaurants or delivery options, as well as promoting events or locations like festivals or tourist attractions.

English language usage can greatly benefit the promotion of Indonesia's tourism potential on the international stage. Presently, numerous Indonesian tourism brochures and leaflets incorporate English translations, such as the *Ayo Ke Sumenep* leaflet. The inclusion of English translations in leaflets and other promotional materials aims to attract foreign tourists, enabling them to access information accurately and effortlessly. By providing English translations, the tourism industry seeks to facilitate effective communication and enhance the overall experience for international visitors.

Every language is composed of distinct elements that form its structure. These building units can be classified into clauses and phrases. A phrase refers to a group of words that lacks a subject and verb, whereas a clause comprises both a subject and a verb. Sneddon (2010) suggests that “the type of phrase is determined by the word class of its head”. Furthermore, Greenbaum and Nelson (2002) propose that “there are five main types of phrases, including noun phrases, adjective phrases, adverb phrases, and prepositional phrases”.

Ayo Ke Sumenep leaflet contains information on various tourist attractions, locations, and Sumenep specialties food. This leaflet was released in 2021 by Sumenep Tourism and Culture Department to support the event that was held in the framework of the anniversary of Sumenep regency at that time, namely *Ayo Ke Sumenep*. This leaflet is intended to increase tourist attraction so that Sumenep is better known by tourists.

The writer is interested to analyze *Ayo Ke Sumenep* leaflet because this leaflet contains about information in two different languages (Indonesian and English). The second reason because the writer still found some inaccurate translations that probably create problems in understanding the content by foreign tourists. An example of a translation technique relevant to this study is the reduction technique. Here is an example:

Source Language (SL)	Target Language (TL)
<i>Serta fisik bangunan Istano Basa Paguruyung dilengkapi dengan beragam ukiran yang tiap-tiap bentuk dan warna ukiran mempunyai filsafah, sejarah dan budaya Minangkabau.</i>	Physically, the Grand Palace was adorned by beautiful wooden carving symbolizing the philosophy of history and culture of Minangkabau people.

In the example provided, certain elements of the Source Language (SL) text are not directly translated into the Target Language (TL), but their meaning is conveyed through other parts of the translation. For instance, the phrase ***Istano Basa Paguruyung*** is not explicitly mentioned in the TL text, but the context of **the Grand Palace** effectively refers to the Pagaruyung Grand Palace or Istano Basa Pagaruyung. Similarly, the phrase ***tiap-tiap bentuk dan warna ukiran*** is compressed in the word **symbolizing** in the TL text, conveying its meaning indirectly. This exemplifies how certain aspects of the SL text can be expressed in a more implicit or condensed manner in the TL translation.

Furthermore, the writer's interest extends to the examination of translation techniques and translation equivalence within Indonesian noun phrases in the *Ayo Ke Sumenep* leaflet. The writer has chosen to explore both aspects as they are interconnected. The utilization of appropriate translation techniques plays a crucial role in achieving a high-quality translation outcome. By analyzing the translation techniques employed and assessing the degree of translation equivalence in Indonesian noun phrases, the writer aims to evaluate the effectiveness and equivalence of the translations within the leaflet.

Moreover, the researcher wants to solve and find out the translation techniques and the translation equivalence in *Ayo Ke Sumenep* leaflet and analyzed based on the theories proposed by Molina Albir (2002) and the theories by Bell (1991). Therefore, the researcher is interested to analyze this topic entitled “A Study of Translation of Indonesian Phrases into English in *Ayo Ke Sumenep* Leaflet”.

1.2 Research Questions

Based on the background of the study above, the writer conducts this research which is focused on the problem below:

1. What are the types of translation techniques that occur in translating Indonesian noun phrases into English in *Ayo Ke Sumenep* leaflet?
2. What are the translation equivalence degrees found in translating Indonesian noun phrases into English in *Ayo Ke Sumenep* leaflet?

1.3 Objectives of the Study

The objective of the study is the aim or the purpose of the study. According to the research questions, the aims of the study are:

1. To describe the techniques that occur in translating Indonesian noun phrases into English in *Ayo Ke Sumenep* leaflet.
2. To describe the translation equivalence degree in translating Indonesian noun phrases into English in *Ayo Ke Sumenep* leaflet.

1.4 Significances of the Study

The significance of this study can give two contributions. They are theoretical and practical.

1. Theoretically, this study is expected to enrich readers' knowledge of translation about the types of translation techniques and translation equivalence that the translator used in translating Indonesian noun phrases (SL) into English (TL) in *Ayo Ke Sumenep* leaflet.
2. Practically, the result of this study can be useful for the reader's references in analyzing the translation technique and translation equivalence, especially for the English Study Program students who are interested.

1.5 Scope and Limitation of the Study

The scope of the study is only on translation techniques in *Ayo Ke Sumenep* leaflet and its equivalence that used two languages Indonesian and English. In this

study focuses on the written language of a leaflet. In addition, related to the topic above the writer will only focus on analyzing the types of translation techniques that the translator used in translating Indonesian (SL) into English (TL) using the theory proposed by Molina and Albir (2002). The theory of translation equivalence proposed by Bell (1991) is also used in this study to identify the translation equivalence in the translation Indonesian noun phrases into English. *Ayo Ke Sumenep* leaflet is the leaflet that has been selected for analysis by the writer in this study. This leaflet was released in 2021. Furthermore, the limitation of this study is selected Indonesian noun phrases and their translation in *Ayo Ke Sumenep* leaflet. This research was conducted to find out the types of translation techniques used in tourism leaflet in *Ayo Ke Sumenep* and also to find out the equivalence of the translation.