

CHAPTER I

INTRODUCTION

This chapter will explore the area of study which covers the study's Background, formulation of the problem, objective of the study, Focus of the Study, Significance of the Study, and Operational Definition.

A. Background of the Study

One of the most important aspects of human beings is language. Humans cannot live alone without cooperating in a community. Sapir (1949:69), human beings do not live in the objective world alone, nor alone in the world of social activity as ordinarily understood, but are very much at the mercy of the particular language that has become the medium of expression within their society this fact results in the existence of language as the most important aspect in human being life, in which it is used as a tool of communication to contribute ideas, thought or feelings within communication processes.

Nowadays, the English language is one of the languages you must learn. It is the most widely spoken language in the world in terms of the number of countries where it is an official language or widely used for communication. English is recognized as an official language in over 50 countries and is spoken as a second language by millions of people around the globe. English holds a dominant position in various domains, including international business, diplomacy, science, technology, and the Internet. It is commonly used as a means of communication between people from different linguistic backgrounds who do not share a common native language. English proficiency has become increasingly important for education, employment, and cultural exchange in many parts of the world. For

example, as a societal group, Indonesians need to establish connections with other nations in various fields such as international business, diplomacy, science, technology, and the Internet. To accomplish this, it is necessary to possess a strong command of the English language, encompassing both written and spoken skills. To comprehend English, one must learn and follow the necessary educational journey. However, an alternative approach to aid individuals in comprehending English texts is through the translation of their meaning into other languages. This process, known as translation, involves conveying the intended meaning of a particular text from one language to another.

Some theories in translation were developed time by time such as Nida and Taber (1969), Brislin (1976), Newmark (1998), Bell (1991), and Pym (1992). It can be concluded that translation transfers messages or ideas from the source text into the target text. Besides transferring messages, translation also plays a role in changing form. It is supported by Larson (1984) and Munday (2000). The substitution of text in one language (SL) with equivalent text in another language (TL) is translation, as noted by Catford (cited in Hartono, 2009). On the other hand, Bell defines translation as the articulation in a different language (or target language) of what has been stated in a different source language while maintaining semantic and stylistic equivalences in his book *Translation and Translating: Theory and Practice* (1997). Newmark (1998: 5) defined translation as rendering the meaning of a text into another language in the way in which the author intended the text. These views mean that the concept of translation is changing a certain written

language text message into another. The result of the translation should be in natural equivalence of the receptor language.

The museum is a captivating world of knowledge, creativity, and exploration, where history, art, science, and culture converge to offer an enriching and inspiring experience. As you step through its grand entrance, you embark on a journey through time and space, immersing yourself in a world of wonders. The museum is a sanctuary of learning, designed to engage visitors of all ages and backgrounds. Its meticulously curated exhibits tell stories that transcend generations, connecting us to our past, present, and future. Moreover, a museum is a place of inclusivity, celebrating diversity and promoting accessibility for all. It ensures that its exhibits, displays, and facilities are designed to accommodate people with different abilities and backgrounds, fostering an environment where everyone can engage, learn, and be inspired. In other words, the process of translating captions in the museum is different from translating other captions or text. It is because the museums are reflected in history, art, science, and cultural background. Thus, in translating captions in the museum, the translators need to maintain the same message that the author delivers in a caption as closely as possible. A translator should be able to transfer the message from a certain SL even though there is no equivalence and is difficult to find it.

To overcome this problem, it is necessary to choose and use a technique as a tool in transferring messages from SL with non-equivalence words, such as cultural words into TL accurately so that the translation is acceptable and understandable by foreign visitors who are unfamiliar with the SL culture.

Furthermore, the translation technique is a way of translating captions of a certain language into another that results in product quality of translation. It is used to produce good quality and value of translation caption which is implied in accurateness and natural acceptance of the translation both in the SL and the TL. To be able to discover the translation techniques applied in the process of translating certain captions, an investigation or analysis of the SL and TL can be carried on. To exemplify this, the following text is a quoted text from the caption in Sonobudoyo Museum.

Caption example

Source Language

Patung Brahma

Brahma adalah Dewa Pencipta. Ia digambarkan bersenjata gada dan berwahana angsa. Dewa Brahma sering dihubungkan dengan api atau agni, dan menjadi penguasa arah selatan dan juga dapur.

Target Language

Brahma Statue

Dewa Brahma is the God of Creation. He is described with a bludgeon and riding a goose. The God Brahma is often related to fire or agni, he is the ruler of the south and the kitchen.

Source: Sonobudoyo Museum Bali's room

In translating the text above, the Literal Translation Technique is used. The translator chose to translate the caption word for word to maintain the same message from SL. But there is also the Borrowing Translation technique that the translator

used as in English translation of the word agni, it is rewritten. Agni means a God who is titled the leader of ceremonies, the god of fire, and the messenger of the gods. It comes from the Sanskrit language.

Thus, The aim of the analysis of translation techniques at the Sonobudoyo Museum is to know and describe the translation technique which the translators applied, the most common translation technique which translator applied, and the least frequently translation technique applied on Indonesian-English captions from source text into target text. It involves identifying the various translation techniques employed by the translator, describing how they have dealt with linguistic and cultural differences between the source and target languages. The novelty of this research lies in its specialized focus on analyzed translation technique on Sonobudoyo Museum captions, this research contributes to the broader field of translation studies by providing a specific analysis of Indonesian-English translation practices in a unique context, potentially offering insights and recommendations for improving translation in museum captions.

B. Formulation of the Problem

Then, it is the formulation of the problem based on that statement, among others:

1. What are translation techniques employed in the Indonesian-English captions at Sonobudoyo Museum?
2. What is the most common translation technique employed in the Indonesian-English captions at Sonobudoyo Museum?

3. What is the translation technique least frequently employed in the Indonesian-English captions at Sonobudoyo Museum?

C. Objective of the Study

This study attempts to learn:

1. To identify and describe the translation technique employed to translate the Indonesian-English captions at the Sonobudoyo Museum.
2. To identify and describe the most common translation technique employed to translate the Indonesian-English captions at the Sonobudoyo Museum.
3. To identify and describe the translation technique least frequently employed to translate the Indonesian-English captions at Sonobudoyo Museum.

D. Focus of the Study

The study focuses on the analysis of translation techniques in Indonesian-English captions in Sonobudoyo by translators Sophia Warshall (American), James Bennet (Australian), and Tantri Swastika (Indonesian). This study will not research or analyze the background of the museum, for example, it just focuses on the translation technique on caption in Sonobudoyo.

E. Significance of the Study

This study is expected to supply the following advantages:

1. Theoretical Benefits

- a. To improve the quality of translation techniques in caption Indonesian-English.
- b. To improve the quality of the explanation caption Indonesian-English.
- c. Can be used as a reference for research related to the translation technique on captions.

2. Practical Benefits

- a. This study is expected to increase the translator's ability to translate captions in Indonesia.
- b. This study is expected to make the translator translate the caption more simply and easier for the foreigner/tourist to understand.

F. Operational Definition

Based on the research title, there is a term that needs to be defined which is translation technique. A definition of the translation approach is offered by Molina and Albir (2002: p. 507). It is based on the following two premises: 1) The necessity to differentiate between technique, strategy, and method. 2) The requirement for analysis and a functional understanding of translation methods Albir claims that translation methods, strategies, and procedures are essentially distinct categories in Molina and Albir (2002: p. 507). Translation approaches are defined by Molina and Albir (2002: p. 509) as methods for classifying and analyzing how translation equivalency functions.