CHAPTER I

INTRODUCTION

A. Background of the Research

Linguistics incorporates so many fields of study. A study of Linguistics can also be a study of history - why certain peoples used certain words or phrases gives insight into what the world was like for them. Linguistics also consolidate with sociology which can be seen from the difference in social spheres based on the way people speak, or the way people attempt to change their speech.

A study of Linguistics can also be a study of philosophy. The study of semantics asks questions about meaning such us words meaning and the meaning of encoded in words. Linguistics is the study of culture which can learn all about a culture and it's religions and it's values based on the way it speaks and communicates and writes.

Linguistics can incorporate psychology and neuroscience such as can look at the brain and how it is wired for language and communication, also study language acquisition and how it can be impaired, or how it can affect brain function in later life. A linguist can look at politics, the way the control of language can control people. Linguists can look at propaganda, or at political speeches, and study the way these things influence people.

Applied linguistics has several kinds of discipline. One of the disciplines is a translation. The problems of translation are related to problem

linguistic analysis and therefore to the theory of language. Translation has the major function for transferring textual material from one language into another. The public does not need to know the process of translation but the researcher of translation needs information about activities from a foreign language and then translate into the local language.

Language is one of the key things that makes us human. Only humans use language to its full potential. Even though apes and other animals can be taught aspects of language, they can never grasp it in the same way humans can. It is known and agreed that languages in the world are very diverse and have their own characteristics. Languages cannot be separated from human life because it is a tool to support activities within the community.

The main function of language is to communicate with each individual. Owen (2006) stated that language can be defined as socially acceptable codes or conventional systems to convey concepts through the use of symbols and combinations of desired symbols governed by the provisions. Language as a system of doing people to communicate and get to know each other. (p.1)

Linguists can study art, the way words can be combined to represent profound concepts. Linguistics, in the researcher opinion, is the ultimate combination between the sciences and the humanities. It incorporates history, politics, art, philosophy, psychology, and culture. Like the researcher said above, only humans use language, and only humans can use language to talk about language. Ultimately, linguistics is the study of humans.

English has become an almost universally accepted lingua franca, despite not being the most-spoken language in the world by some margin. English also the language of choice for students to learn if they want to get ahead in life. Most people in the world use it as a second language or foreign language. Many Indonesians believe English as a window to see the world. That is why linguistics should be studied. By studying linguistics people are easy to understand the language and know the benefits of linguistics.

Translating grows over the centuries. At the time, ideas and insights from a region life with ease caused trader and travelers. The spread of knowledge, religion, and historical, make translators can send in other language and make a historical moment. Translation in centuries ago has already contributed to services in the form of language and dictionary.

Development of translation began in the 1970s, where the theory of translation appears simultaneously with the development of linguistic. During the 1980s, translation starts the appearance of which is knows as the "cultural turn" of translation oriented culture. Whereas in the 1990s, some people decided to clear up the clutter of the term used in the theory of translation. In the 2000s, translation starts a lot of books about the theory of translation based on linguistic. It can be concluded from the 1970s until the 1990s was a present talk on translation in the rule language, translating literary and translation of a text is not literature (Ihsania, 2014, par 3-5).

The need for translation is growing in the 20th century, in the era of globalization. The translation is very beneficial to learn various things.

Translation can help us to understand circumstances worldwide. The translation is very helpful for many people, especially for learning science from other countries and becoming advance the science in education, business, the arts, and technology.

The Translation is the activity of understanding text in a language called the Source Language (SL), and expressing an understanding of the passage into another language, called the Target Language (TL). Through translation, reader or listener from different parts of the world get the same information. At this point lays the important role of the translator. A translator is like an actor. Simply translating attempts to change a form of language into another language with the fixed maintaining the corresponding aspect of all the elements in it, phrases, clauses, paragraphs, and so on, both oral and in the writing.

Translating is not an easy task because if the translator makes a failure it can change the message. It may be difficult if the translator does not know both languages well, as the translation of English to Indonesian or called the Bahasa. The aim of translation is to deliver the message to the reader or listener in TL. Sometimes, it is difficult to find an appropriate word or meaning from SL to TL because of some differences. For examples the variety of culture and grammatical system in SL and TL.

The different culture is sometimes confusing the translator to find the appropriate words in TL but does not change the words meaning in SL. Besides the different grammatical system in SL and TL encourages the

translator to modify the translation in TL to make it more acceptable. Consequently, the shift occurs in translation.

Catford (1965) shift departures from formal correspondence in the process of going from SL to TL. Catford divides shifts into two major types. They are a level shift and category shift. Level shift happens when TL has different linguistic level from SL. Category shift focuses on the equivalence of translation between SL to TL for being approximately "normal" or "free" translation. Catford classified it into four types. They are structure shift, class shift, unit shift, and intra-system shift. (p.73)

In this research, the researcher uses a unit shift as the object. The unit shift is an interesting object to analyze because it almost happens in every translation form. Studying unit shifts in translation raises the curiosity of the researcher to find out unit shift which occurs in the Kevin Kwan famous novel: Crazy Rich Asians. A good translation product is a product that is easily translated.

Publication media are the place of many various kinds of translation. The novel is one of the most popular publications. There are thousands of novels publicized in the world and many best-seller novels are translated into Indonesian languages. A lot of books that have been translated from English into Indonesia like Crazy Rich Asians translated by Cindy Kristanto. In the translation of English into the Indonesian language, there are many interesting objects that can be found. One of those objects is the translation shift.

In accordance with the translation phenomena of the different systems between the two languages, the translation is not easy because it appears to show a shift, especially from the structure point of view. It does not change the meaning. The background mentioned above makes the researcher take this topic especially the translation shift into English or Indonesia because this topic can give a clear description of how to understand and translate using translation shift. The researcher can find English-Indonesian translation in Novel Crazy Rich Asians. The original novel was translated into Indonesian edited by Cindy Kristanto. In these novels, the researcher can find an interesting case. See these examples below:

1. SL: **Bloody hell.** Ormsby cursed at his own slip-up. (Kevin Kwan, 2013:5).

    TL: **Sialan.** Ormsby mengutuki dirinya yang kelepasan bicara. (Cindy, 2016: 13).

2. SL: **The Bell Captain,** concierge, and front-desk clerks glared at the children. (Kevin Kwan, 2013: 9)

    TL: **Pramutama,** penjaga pintu, dan petugas meja penerimaan melotot ke arah   anak-anak itu. (Cindy, 2016: 16)

In example number (1), the phrase *bloody hell* in the source language (SL) is translated into *sialan* in target language (TL). This translation is called unit shift because *bloody hell* a phrase as a noun phrase (NP), it

becomes *sialan* a word as a noun (N). It happens because a phrase *bloody hell* in the source language can represent the noun *sialan* in the target language. Based on its translation, researcher can conclude that the translation from a Phrase *bloody hell* into the single word *sialan* is good because there is no lost meaning in the result although a single word in the source language is actually represented as the noun in the target language.

Shift also occurs in example number (2), the phrase *the bell captain* in the source language is translated into *pramutama* in the target language. It is called unit shift too because *the bell captain* is a phrase as a noun phrase (NP) and *pramutama* is a word as a noun (N). It happens because a phrase *the bell captain* in the source language can represent the noun *pramutama* in the target language. Based on its translation, researcher can conclude that the translation from a phrase *the bell captain* into the noun *pramutama* is good because there is no lost meaning in the result although a phrase in the source language is actually represented as the noun in the target language.

There are also other interesting cases related to translation shifts. In order to know more about translation shifts, the researcher have to analyze it by doing a research. So, based on this background, the researcher is interested in investigating and analyzing a translation shifts found in English and Indonesian novels. This title of this research is *"The Translation Shift of Abstract and Concrete Nouns In The Crazy Rich Asians A Novel Written By Kevin Kwan."*

B. Questions and Scopes of the Research

1. Questions of the Research

Based on the background of the research above, the researcher has some question to analyze, those problems can be mentioned detail as the following question:

a. What types of translation shifts of concrete and abstract nouns are found in English-Indonesian translation of Crazy Rich Asians novel written by Kevin Kwan?

b. How is the equivalence of translation shifts of concrete and abstract nouns in the novel?

c. What the translation shifts are mostly used in the novel?

2. Scopes of the Research

With the purpose of making achievable, the researcher proposes to scope the research on translation shifts in the Crazy Rich Asians novel. The theory used in Catford (1965) and Newmark theory (1988). The analysis is done to find out the translation shifts used by the translator, also to know the equivalences by analysis and classifying. Moreover, we can understand the kinds of translation shift concrete and abstract nouns. From this data, the researcher believes the taken data have already represented all data.

C. Objective and Significance of The Research

1. Objective of the Research:

Based on the problem of the research which has been explained above, the objectives of the research are described as follows:

a. To classify the types of translation shifts of concrete and abstract nouns found in English-Indonesian translation of Crazy Rich Asians novel written by Kevin Kwan.

b. To describe the equivalent of translation shifts of concrete and abstract nouns in the novel.

c. To find out the types of translation shifts which mostly use in the novel.

2. Significance of the Research

Hopefully, the writing of this research gives beneficial knowledge both for the researcher and the reader to improve the understanding of English, especially in education matter. The significance of the research is described as follows:

a. Theoretically

The researcher hopes the writing of this research can be useful research to enrich the knowledge of the language. Then can be used as a tool to develop the analysis of translation shift of concrete and abstract nouns in translation fields.

b. Practically

For the researcher, this research is expected to get much more knowledge and also bring more understanding about the translation field, especially to identify the translation shift of concrete and

abstract nouns. Therefore, the reader can get the mutual benefits of getting information about the translation shift of concrete and abstract nouns. This research will make them be aware of kinds of the translation shift and the usage of those concrete and abstract nouns in daily life, such as in reading a novel.

D. Operational definitions

Some theories are needed to support the analysis of the data. The theory that is taken must be related to the kind of object research that will be described. The writer realized that before conducting the research. Since the researcher wants to analyze the translation shifts, the theories that the researcher wants to describe started from translation, translation shifts, noun, and a novel.

1. Translation

The interpretation of the meaning of the source text and produce it, in another language, of the target text or translation that communicates the same message. Basically, translation is a change form, the form of the source language is replaced by the form of the target language. It is the meaning which is transferred and it must be held constant because meaning is a variable of greatest importance in a translation process.

2. Translation shift

In this case, the shift is a deliberate strategy devised by the translator to accommodate the distance between the cognitive world of the source-text and the cognitive world of target-reader.

3. Noun.

A noun is just the name of a person, place, animal, thing, feeling or idea. Types of nouns there is Abstract, concrete, collective, common, proper, compound, countable, and uncountable nouns. The researcher only focuses on two types of nouns, namely concrete and abstract nouns. A concrete noun can be seen or touched and is recognizable through the senses. like a Tree, table, house, etc. Abstract noun names an idea, event, quality, or concept that cannot be seen or touched. For example freedom, love, joy, etc.

4. Novel

A novel is a narrative written long enough imaginatively or in human experience and has elements of intrinsic in it.

E. **Systematization of the Research**

Systematization of the research means to present the research in well-edited composition. This research is divided into five chapters as follow:

Chapter I is Introduction, this chapter explains the background of the research, question, and scope of the research, objective and significance of the research, operational definition, and systematization of the research.

Chapter II is a Theoretical Description, which consists of the definitions of Translation, Translation Shifts, Noun, A Novel and Research of the Relevance.

Chapter III is Methodology of the Research, which contains about the method of the research: Time and place of the research, Kind of the research, Procedure of the research, Technique of the data collection, Technique of the data analysis, and Sources of the primary and secondary data.

Chapter IV is Analysis data, which shows the data description, data analysis, and interpretation of the research findings.

Chapter V is Conclusion and Suggestions, which give the summary of the conclusion which relates to analysis discussion, a suggestion which relates to the significance of the research.