Chapter I
Introduction

1.1 Background

Equivalence is one of the important parts in translation. To be more specific, equivalence is the target of translation that used to achieve a good translation between two languages. Equivalence in translation helps the reader of Target Text to understand the message or idea from the Source Text easily. As stated by McGuire (1980:2) "Translation involves the rendering of a Source Text (ST) text into the Target Text (TT) so as to ensure that the surface meaning of the two will be approximately similar and the structure of the ST will be preserved as closely as possible, but not so closely that the TT structure will be seriously distorted."

However, not all translations have good equivalence between the ST and TT this may cause misinterpretation in comprehending the message or the ideas of ST. This is due to the difficulty of finding a cultural equivalence between the two languages. Generally each country has their own culture that represents their identity. For instance, Western and Eastern culture those are very contradictory in some value.

Regarding the issue, there are several studies have a similar topic which analyzed about equivalence. One of the studies is entitled *A Study of Equivalence in the Indonesian-English Translation of Ismail's Selected Poems* written by Faradila Oktaviani and Sigfrieda A.S. Mursinta Putri (2018). In their study, they used the theory of translation procedure theory from Vinay and Dabernet (1995) to analyze the translation procedures that McGlynn used to translate Ismail's poems and equivalence theory from Nida and Taber (1974) to analyze the type of

equivalence used. Their study aimed to find out the translation procedures used by translation and the equivalence applied in the translation result of the poem. The method used in this study is qualitative method. Faradila and Sigfrieda found that the translator used formal equivalence and dynamic equivalence in the translation result and the most equivalence used is dynamic equivalence. This study concluded that the translator uses dynamic equivalence because the translator does not want to remove the feeling or beauty of the text. The equivalence still conveyed the same idea, although in dynamic equivalence form is different.

The second study was entitled *The Equivalence in Translation of Puja Tri Sandhya from Indonesian to English* written by Anak Agung Inten Mayuni. This study concerned in the equivalence of the Puja Tri Sandhya translation from Indonesia to English. The equivalence analyzes used theory of equivalence by Nida and Taber (1974) and theory of translation by Jakob son (1959). The method used in this study is qualitative method. The method is used to analyze the equivalence of Puja Tri Sandhya translated. In his study, he found that all of the verses are part of dynamic equivalence. Three of five verses which are verse 1, verse 2 and verse 4 are proven using the combination of both grammatical equivalents in its translation, while two other verses using literal translation.

The third previous study entitled *Equivalency of Translating Prefixes from Japanese and Bahasa in Mado Giwa no Totto-Chan Novel* written by Efit Fitri (2018), this study concerned about prefixes equivalence in Japanese and Indonesian translation of Mado Giwa no Totto-Chan Novel. The theories used in her study are translation equivalence by Nida (1964) and translation strategy by Newmark, Vinay, and Darbelnet. To analyze the equivalence and the strategy of translation in Mado Giwa no Totto-Chan Novel she used qualitative method as a method of her study. In her study, she found that all of the analyzed data

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possessing dynamic equivalencies. This is caused by the differences of the language systems between source and Target Texts, thus that the dynamic equivalences with the transposition method are more accurate to reach the level of the message naturalness of the source texts.

The fourth study was conducted by Triastika (2017) entitle *Textual Equivalence in the Translation of English Text into Indonesian*. This study aimed to determine textual equivalence in the translation of scientific texts in English into Indonesian in depth. The textual equivalence analyzes used six-step qualitative research developed by Myring. Triastika found that the equivalence of thematic structure contained in the translation of textbooks Approaches to Discourse into Indonesian is the equivalence on the pattern/thematic, the information structure equivalence between source text (ST) and target text (TT) is the equivalence in the form of organization of given and new information, and equivalence in the translation of the cohesive device is found in the use of grammatical cohesive devices.

The last previous studies entitled *Translation Strategies of Non-Equivalence at Word Level in Morris Van Banda Comic Lucky Ghost Hunt* written by Widiyanto (2014). The theory used in this study is non-equivalence at word level theory by Mona Baker. This study aimed at describing the strategies used by the translator in the comic translation of Lucky Luke: Ghost Hunt. The method used in this study is qualitative method. The method is used to analyze the translation strategies that used in comic translation of Lucky Luke: Ghost Hunt. Widiyanto found that the strategies used in the comic translation are those dealing with non-equivalence at the word level. These strategies consist of eight types which are; translation by a general word, translation by more neutral/less expressive words, translation by cultural substitution, translation by using loan words or loan word

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plus explanation, translation by paraphrase using an unrelated word, and translation by omission.

These previous studies become a reference in this study, thus that the writer can strengthen the theory used in this study, especially an equivalence theory by Baker. The previous studies also help the writer to examine the importance of equivalence in the study of translation. Mostly those previous studies use Nida and Taber theory of equivalence as their main theory to analyze their studies, except the study from Widiyanto (2014) who use non-equivalence at word level theory by Mona Baker. Similar with the study from Widiyanto, this study also uses equivalence theory by Mona Baker to analyze the object. However, the analysis is not only limited to non-equivalence at word level theory like in his study but also equivalence in all levels: at the word level, above word level, at the grammatical level, at the textual level and at the pragmatic level. Thus this study can provide an analysis of equivalence in a more different and relatively detailed way. Aside from the differences in terms of the theory being used, this study also uses different source of the data that is webtoon.

The translation that has equivalence does not only cover news, articles, novels, stories, but also other literary works means translation can also cover a webtoon. The term webtoon is a combination of the word web and cartoon. Webtoon means that cartoon published through online media. Webtoon is different from a scanned version of printed comic. It is due to the form of webtoon that comes in vertical scrolling; this form can make it easier for readers to understand the message in the comic. Sometimes, it also has background music to intensify the mood of the story itself. Webtoon comes from Korean illustrator who thought about how made comics that easier to read in this digital era. Webtoon has grown rapidly. There was a researcher who analyzed about webtoon. According to Wonho Jang and Jung Eun Song (2017) in their study

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entitled *Webtoon as a New Korean Wave in the Process of Glocalization*, they stated that webtoon has spread to many countries through the active participation of foreign webtoon fans that introduce webtoons to their own countries and translate the contents into various languages. This is evidenced by the number of webtoon users who reached more than 10 million over the world based on Google Play data. Moreover, according to The Editors (2020) webtoon that written by webtoon staff, the number of webtoon readers in a day reaches 2 million people in Indonesia. Wonho Jang and Jung Eun Song study about webtoon helps the writer to understand the characteristics of the webtoon that makes it easier for the writer to analyze the study of equivalence in Eggnoid Webtoon.

Webtoon has also been translated into six languages officially and seventeen languages informally. Indonesia is included in the formal language in the webtoon application. With webtoon, many comic artists from Indonesia publish their work there. One of the comics made by Indonesian comic artists is Eggnoid. Eggnoid is a webtoon created by Archie the Redcat. Eggnoid is the most popular comic in Indonesian webtoon. According to the data in the information column of the webtoon application Eggnoid has been read by more than four million Indonesian webtoon users and has more than 17 million likes. Based on Eggnoid information column, Eggnoid is the first Indonesian webtoon to be officially translated into English. In English version, Eggnoid has been read by more than two million English webtoon users and has more than 11 milion likes.

Based on the explanation above, in the translation theory, the equivalence in translation is one of the most problematic areas to analyze. The writer uses the theory of equivalence by Mona Baker to analyze this case. Baker's theory is the most suitable for this study because she explores equivalence at different level and aspects. Whereas, after the writer read Eggnoid Webtoon in Indonesian and English version, the writer sees some inequivalence from Indonesian as the

source text to English as the target text. Based on the inequivalence, the writer interested to know how far the equivalence Source Text (ST) and Target Text (TT) achieved in the equivalence translation. Thus in this study, the writer purposed to analyze equivalence in the Indonesian-English translation of Eggnoid webtoon.

1.2 Research Question

Based on the background, the researcher purposed a question as follow;

1. What are the equivalences found in the Indonesian-English translation of Eggnoid webtoon?
2. To what extent is the English translation of Eggnoid Webtoon equivalent to the original version in Indonesian?

1.3 Purpose of the Studies

Based on the research question, the researcher aims;

1. To find the equivalence in the Indonesian-English translation of Eggnoid webtoon by analyze the sentence in webtoon.
2. To analyze the extent of English translation of Eggnoid Webtoon equivalent to the original version in Indonesian by analyze the sentence in the webtoon.

1.4 Scope of the Study

The scope of this study is the first season of Eggnoid Webtoon which has 31 episodes. The first season was chosen as the limitation in this study because this is the completed season. This study focuses on the analysis of Equivalence in the Eggnoid Webtoon translation based on Mona Baker theory which divides into five types, equivalence at the word level, equivalence at above word level, equivalence at the grammatical level, equivalence at the textual level, and equivalence at pragmatic level.

1.5 Significant of the Study

This study is expected to be beneficial for readers in particular those who are studying translation to be more aware on finding equivalence in order to achieve clear, accurate, and natural translation.