

CHAPTER II

LITERATURE REVIEW

2.1 Study on Translation

Translation is the process of changing something that is written or spoken into another language. But the definition of translation is not that simple. Translation has been defined in many ways by different writers, it depends on how they view language and translation.

Catford (in Sokolovsky, 2010: 286) said that translation is the replacement of textual material in one language (SL) by equivalent textual material in another language (TL). Meanwhile, Nida and Taber (in Ran, 2009: 2) said that translating consists in the reproducing in the receptor language the closest natural equivalent of the source language message in terms of meaning and style. From both definitions above, translation involves two languages. There are the source language (SL) and the target language (TL), and that an act of translating is an act of reproducing the meaning of the SL text into the TL text.

Translation also deals with the meaning. Larson (1984:3) states that translation means transferring the meaning of the source language into receptor language. It is done by going from the form of the first language to second language by way of semantic structure, and the meaning which is being transferred and must be held constant. Newmark (1988:5) also defined translation as rendering the meaning of a text into another language in the way that the author intended the text.

From the explanation above, it can be concluded that translating is the act of transferring message from the source text to the target text. The purpose itself is to find the equivalent meaning of the source language expression in the target language. The term of meaning is also important in translation and it must be held constant.

2.2 Proper Names

Alexander (in Indrayanti, 2012: 2) states that a proper name is an expression used for a particular person, place, thing or idea which is unique. A proper name is a word or a group of words that refers to a specific individual or object. It also has function to identify a particular person or thing and to distinguish it from others. Proper name is used as title for thing or person that represents what it looks like. For example the personal names can show the gender of a person. *David* is a name usually used for a male and *Ariana* is a female name.

Sometimes proper names are called proper nouns. Proper nouns usually refer to a particular, named person or things (Hardie in Peter, 2001: 103). Jaleniauskienė and Čičelytė (2009: 31) explained proper names more widely. Proper names usually have various allusions indicating sex, age, geographical belonging, history, specific meaning, playfulness of language and cultural connotations. In some cultures, the convention that fictional proper names can serve as “culture markers”. They implicitly indicate to which culture the character belongs (Nord, 2003: 183). That statement that indicates through names, it can be known where the names come from. Names have cultural values which will become an identity. For example, if a man

called *Harry* or *Philips* appears in Indonesian story, he will be directly assumed as English People. Another example, if a man called *Andy*, which is a common name in Indonesia, it does not mean he is an Indonesian because the name *Andy* is also common name for foreign people. This problem can be solved by adding a description to the character that will adjust the target language culture.

Tymockzo (in Fernandes, 2004: 146) states that, “the referential function of names presupposes a certain ‘recognizability’ and ‘memorability’, that is to say, names must in “some way in memorable so as to serve their function as indicators of unique objects”. In other words, target readers will memorize the names by recognizing its uniqueness which different with other names.

Types of names are defined by Newmark (1988: 214-216). He divides proper names into three classifications. They are people’s name, name of objects, and geographical terms. People’s name is a name that is attached to a person and it contains with first and surname. As a proper name, name of objects contains trademarks, brands, and properties. Geographical term is a name that is attached to a thing and it has geographical features and commonly appears in atlas.

Based on the collected data, the researcher will classify the data using Newmark’s classifications. In personal names, it consists of name of person, name of creatures, and nickname and title. Name of person is a name that is attached to human characters in the novel. For example, *Sophie Newman* and *Josh Newman*, these two characters are the twin who gets unexpected adventure in their teenage life. Then, name of creature is a name that is attached to creature or animal in novel. For

example, *Golem* is a creature that is made from clay. Nickname and title refers to a name that is used to call the characters other than their real names. Some of titles show the character professions. The other classification is geographical names, such as name of places, whether it is a fiction or a real place. The last classification is name of objects, it contains name of time, events, trademark, brand, properties, etc.

2.3 Techniques in Translating Proper Names

Some translators argue that names have to be transferred in equivalent word in target language. It is because some names represent the descriptions of the characters in the story, especially in fiction story. In fictional story, proper names usually often do not represent the factual characters in a real world. Commonly, children literature has many unique proper names. The author creates the names of his imagine and some of those names do not have literal meaning. But sometimes, the author used the real character in a real world to support the story.

In conducting this study, there are ten techniques of translating proper names that is suitable in children's fantasy literature, formulated by Lincoln Fernandes that taken from his article entitled "Translation of Names in Children's Fantasy Literature: Bringing the Young Reader into Play" (44-57) from *Translation Studies 2* journal (2006). The list of proper names techniques by Fernandes consists of *rendition*, *copy*, *transcription*, *substitution*, *recreation*, *deletion*, *addition*, *transposition*, *phonological replacement*, and *conventionality*.

a) Rendition

This technique is used when the name is transparently or semantically motivated and in standardized language, that is, when the name in a source text is trapped in the lexicon of that language, the meaning should be rendered in the target language.

Example:

ST: In the instant before **the gray man** and his three overdressed companions disappeared into the bookshop, Sophie decided that she did not like him

TT: Tepat sebelum **si pria kelabu** dan ketiga rekannya yang berpakaian berlebihan menghilang ke dalam toko buku, Sophie memutuskan bahwa dia tidak menyukai pria itu.

The example above, **the gray man** is translated directly into the target language, **si pria kelabu**. Rendition usually occurs when there is an equivalent word of the source text names.

b) Copy

Fernandes (2006: 51) confirmed that this technique is similar to Vinay and Darbelnet's (1995) concept of "borrowing" as the simplest type of translation. In this technique, the names are reproduced in the translated text exactly as they appear in the source text without suffering any sort of orthographic adjustment. From a phonological perspective, Nord (in Fernandes, 2006) points out that these names sometimes acquire a different pronunciation in the TL.

Example:

TT: “Maybe they’re **Mafia**,” **Elle** suggested dramatically.

ST: “Mungkin mereka **Mafia**,” ujar **Elle** dramatis.

Those two names above is simply copied because the names only act as a label. Commonly, a name of person and organization is not changed because there is no equivalent name in the target language.

c) **Transcription**

Lincoln Fernandes (2006: 51) described this technique is made to transcribe a name in the closest-sounding letters of a different target alphabet. In other words, it occurs when a name is transliterated or adapted at the level of morphology, phonology, grammar, etc., usually to conform to the target language system. In order to keep the readability of the target text, the translator may changes such as addition or shift in the position of the letters if it occurs.

Example:

ST: Sharp and clean, the smell cut through the close cellar **atmosphere**.

TT: Aroma yang segar dan tajam itu menembus **atmosfer** tertutup ruang bawah tanah tempatnya berada.

The name **atmosphere** translated into **atmosfer** according Indonesian spelling system.

d) Substitution

This technique is formally and/or semantically unrelated name substitutes in the target text for any existent name in the source text. In other words, a TL name replaces the SL name, although they are formally and/or semantically unrelated. The SL comes with ‘Harvey’ and ‘Harold’, and then the translator of Harry Potter in Brazilian Portuguese replaced those two names into two unrelated names in TL ‘Ernesto’ and ‘Eduardo’. It actually took into consideration the alliteration (i.e. the use of the same letter or sound at the beginning of words that are close together) present in the original (Fernandes, 2006: 52).

Example:

ST: Closing her phone and pushing her **headset** into a pocket, she leaned over the open jar of dark tea leaves and inhaled.

TT: Menutup telpon lalu mengantongi **perangkat Bluetooth**-nya, Sophie membungkuk di atas toples berisi the hitam dan menarik napas.

The proper name **headset** substituted into **perangkat Bluetooth**, because this wireless tool ‘headset’ using *Bluetooth* line to connect the tool or the hardware which is in Indonesia means *perangkat*, with the cellphone.

e) Recreation

This technique consists of recreating an invented name in the SL text into the TL text. In other words, a newly-created name in the ST is recreated in the TT

so that it reproduces the similar effects in the TL with target cultural setting. Fernandes (2006: 52) noted that recreation differs from substitution in the sense that in recreation the lexical item does not exist in the SL or in the TL. An example comes with a name in Harry Potter novel.

ST: **Mr Ollivander** had come so close that he and Harry were almost nose to nose.

TT: O **Sr. Olivaras** chegara tão perto que ele e Harry estavam quase encostando os narizes.

The invented surname ‘Mr. Ollivander’, whose referent owns a shop that sells magical wands in the story, has been recreated by transcribing (Oliv- /Olliv-) and rendering (-vara/-(w)and), thus resulting in the harmonious and humorous form ‘Senhor Olivaras’ in Portuguese (Fernandes, 2006: 53).

f) Deletion

Deletion (Ø) is a technique that has been often use by translator by removing a source-text name or part of it in the target text. Usually, it occurs when such names has little importance to the development of narrative, and nor relevant enough for the reader’s comprehension (Fernandes, 2006: 53).

For example, a name in the first series Harry Potter English novel that called ‘Famous Witches and Wizards Card’ is translated to Bahasa Indonesia as ‘Kartu Para Penyihir Terkenal’. Deletion of that name is occurred because ‘witches’ and ‘wizards’ in Bahasa Indonesia have the same meaning which is

‘para penyihir’. Actually, the word ‘witches’ refers to the female and ‘wizards’ refers to male, but in Bahasa Indonesia such rule does not exist.

g) Addition

Fernandes (2006: 53) considered this technique as the extra information that need to be added to the original name, making it more comprehensible or perhaps more appealing to its target audience. In other words, addition is used to solve ambiguities that might appear in the translation of a particular name.

For example, in the fifth series of Harry Potter novel the source text comes with ‘Body-Bind Curse’ and translated to target text as ‘Kutukan Ikat Tubuh Sempurna’ in Bahasa Indonesia. The addition of word ‘sempurna’ explains the condition of the body that cursed, which actually means that all parts of the body are perfectly bound by the curse.

h) Transposition

This technique is a change of one part of speech for another one without changing the meaning of the original message. Chesterman (in Fernandes, 2006) states this techniques involves structural changes, “but it is often useful to isolate the word-class change as being of interest in itself.”. A novel entitled ‘Harry Potter and the Philosopher’s Stone’ translated to TT as ‘Harry Potter e a Pedra Filosofal’. The word ‘Philosopher’ has a position as noun in English, but when it translated to Portugese, ‘Filosofal’ becomes an adjective (Fernandes, 2006: 54).

Example:

ST: Foul, **yellow-tinged smoke** coiled and dripped from the gray man's gloved hands, spattering onto the wooden floor like dirty liquid. (p. 23)

TT: **Asap kuning berbau tajam** menggulung dan menetes dari tangan bersarung si pria kelabu, meluap ke lantai bagaikan cairan keruh. (p. 20)

For the proper name above, the translator adapted Indonesian grammatical to transposition the name in aims to make TT equivalent in target language.

i) **Phonological Replacement**

This technique adapts phonological features of the original name that are imitated in the target language. In other words, a target language name, which has a similar sound to the source language name, replaces the original name. Fernandes notified that Phonological Replacement must not be confused with transcription. The latter involves adaptation of a source language name to the phonology/morphology of a target language while the former involves the replacement of a source language name with a target language name which is phonemically/graphologically analogous to it (Fernandes, 2006: 54).

Example:

ST: Heard you talking about poor **Myrtle**,’ said peevess, his eyes dancing. ‘Rude you was about poor Myrtle.’

TT: – Ouvi você falando da coitada da **Murta** – disse Pirraça, os olhos dançando. – Que grosseria com a coitada.

In the Harry Potter series, whose translator seems to resort frequently to this kind of procedure. The examples above show that names apparently unmotivated were replaced with names that have a similar orthography and phonology (Fernandes, 2006: 55).

j) **Conventionality**

This technique is defined as the acceptance of a typical translation of a name in the source language. In view of this case, it is interesting to know that conventionality is often used with names of historical/literary figures and geographical locations. For example, ‘Archimedes’ and ‘Sicily’ in English, show that a historical and a geographical name in the source texts replaced with two conventionalized forms in the target culture, namely ‘Arquimedes’ and ‘Sicília’ in Portuguese (Fernandes, 2006: 55).

Example 1:

ST: He quickly pulled out his iPod **earbuds**.

TT: Dia cepat-cepat mencabut *earphone* iPod-nya.

Example 2:

ST: Sneezing with **headphones** on was not a good idea: made your ears pop.

TT: Dia menjejalkan daftar buku ke saku celana jinsnya dan **earphone** ke saku yang lain.

The name **earbuds** and **headphone** translated into *earphone* based on Indonesian cultural background. The translator might think if *earphone* is more understandable for the target reader than using different name that has the same function, which is tool that help people to listening what the heard privately.

2.4 Children Literature

McDowell (in Hunt, 1991: 63) explained children literature based on its own characteristic. According to him, children literatures are literatures that are shorter than other literatures and more entertaining with unique plot and often talking about magic, fantasy, simplicity and adventure. This kind of literature is used by children as their learning instrument, and often copies the protagonists of the stories. This is the reason why most children literature uses children as the protagonists. Moreover, children literatures also have more active treatments like dialogues and incidents in child-oriented language more than description and self-examination.

Some other experts such as Lynch-Brown and Tomlinson (2005: 3-4) have similar thought about children literature. They stated children's literature is trade books that have good quality for children from birth to adolescence, covering topics of relevance and interests to children of those ages, in form of prose and poetry, fiction and nonfiction. The best children's books offer enjoyment to the readers as well as memorable characters and situations and valuable insights into the human

condition. Children literature also has some qualities of writing: the originality and importance of idea; the imaginative use of language; and the beauty of literacy and artistic style. Those qualities of writing obviously have an impact to the children's reading. Children usually enjoy reading fast-moving, adventure-filled, and easily predictable stories. These works will encourage children to read independently and read more.

2.5 The Alchemyst: The Secrets of the Immortal Nicholas Flamel

The object that will be used in this study is a novel entitled *The Alchemyst: The Secrets of the Immortal Nicholas Flamel*, often shortened to *The Alchemyst*. This novel is written by an Irish author named Michael Scott. *The Alchemyst* was published in United States on 22 May 2007 and has been printed in 20 languages and is available in 37 countries (www.dillonscott.com). In this study, the object will be used *The Alchemyst* novel from the original language which is English and its novel which is translated to Bahasa Indonesia by Berliani M. Nugrahani based on the study's aim. Actually, *The Alchemyst* is the first series of the six fantasy fiction series *The Secrets of the Immortal Nicholas Flamel*.

The genre of this novel is fantasy fiction, obviously young reader such as children interested to this kind of genre. What makes this book is so unique and interesting are because the author provides the readers with classic story, that combines with mythology and the present modern life. The novel has classic theme about the fighting between kindness and badness that have a good effect for

children's morality. This novel also received some awards such as *Irish Book of the Year* in 2008 (www.rte.ie); *Bisto Book of the Year Award* in 2008 and *CBI Shadowing Award* in 2008 (www.childrensbooksireland.ie); *Maine Student Book Award* – ranked 10th (efolio.umeedu.maine.edu), and *NCSLMA YA Book Award* in 2010 (sites.google.com/site/ncslmayabookaward); etc.

The Alchemyst provides us with a story about the adventure of twin sibling named Sophie and Josh Newman, who met Nick Fleming and Perry Fleming, a married couple, who is actually legends and have real name Nicholas Flamel and Perenell. They discover that Nick is not an ordinary man, but is the medieval and the legendary alchemyst, Nicholas Flamel, being kept alive by making the elixir of life (a secret from the Codex) for him and his wife, Perenelle. Besides, Dee wants the book to summon the Dark Elders in aims to destroy the world and return to an age in which humans are but slaves and food. Coincidentally, it is also written that the twin will save the world from the Darkness.

2.6 Theoretical Framework

This study will use Newmark's and Lincoln Fernandes' theories of translating proper names as the approach to find out the classification and the techniques used in translating proper names in *The Alchemyst: The Secrets of the Immortal Nicholas Flamel* English novel (2007) into the Indonesian novel. Then, the result will be used to calculate the dominant techniques of translating proper names used in *The Alchemyst* novel.