

## **CHAPTER I**

### **Introduction**

#### **1.1 Background of the Study**

Translation is very important in this global era. With translation, we can share what happened in our country, our culture, our nature, and so on to the world. If the translation is wrong, the transferring of two languages will fail. As Newmark (1984) states “Translation is a tool of transferring the meaning of one text from the origin language to another language in order to get the same meaning.” Moreover, Baker (1988) says that translation is a work of transferring a text from the source texts to target text but still keeps the equivalence and the relation. So, we can say that translation is rebuilt the meaning inside a text from Source Language (SL) to Target Language (TL) but still keep the equivalence.

Translation has many theories, for example translation equivalence. Translation equivalence indicates to the equivalence relationship between Target Text (TT) and Source Text (ST) (Crystal, 1987). Sometimes when we translate, the meaning can be interpreted differently. That is why, we need the equivalence when we translate something. Translation equivalence is not about finding the similar word, but it is about finding the equal meaning in an object. So, translation equivalence is about the similarity between one language and another language. The object of

translation can be novel, short story, poetry, textbook, scientific or technical report, laws and regulation documents, notices, magazine, newspaper, or article in a website.

Among all types of translation objects, an article from website Wonderful Indonesia shall be the most challenging ones, besides describing the place, the translator should know how to persuade and build the readers senses by translating the article as equal as the source text. Wonderful Indonesia is a program from Indonesia Government to promote the tourism in Indonesia. The government promotes Wonderful Indonesia from advertisement in TV, banner, bus, pamphlet, brochure, book, and also in internet. If the foreigners want to visit Indonesia, they will see and read the promotion of Wonderful Indonesia. So, it is important if Wonderful Indonesia has a good and equivalence translation.

*The Republic of Indonesia is the largest archipelago in the world comprising 13,466 large and small tropical islands fringed with white sandy beaches, many still uninhabited and a number even still unnamed. Straddling the equator, situated between the continents of Asia and Australia and between the Pacific and the Indian Oceans, it is as wide as the United States from San Francisco to New York, equaling the distance between London and Mosco.*

( <http://www.indonesia.travel/en/discover-indonesia> )

As we read on the paragraph above, we know that Indonesia is a rich country that has a lot of potential in many parts. The diversity which Indonesia has, made the government intensively promotes Indonesia to the tourist; local and foreigner. Tourism in Indonesia is an important part of the Indonesian economy and a substantial source of its foreign exchange revenues. According to Indonesia-

investment.com, the number of foreign tourist in Indonesia increased 9.42 percent to 8.80 million people in the full year of 2013.

There are some researchers who analyzed about equivalence. First, Kharisma Nursyamsi, her research's title "The Equivalence of English Archaic Words Translation Shakespeare's Hamlet." She talks about the formal and dynamic equivalence of archaic words using Nida theory. She found that 178 words are translated formally while 369 words are translated dynamically. Second, Rina Sari Nanggiolan, her research's title "Equivalence Strategies In Translating Slang In The Novel "Akeelah And The Bee" By Sapardi Djoko Damono." She talks about the Equivalence Strategies in the novel Akeelah And The Bee using Mona Baker theory from word level and above word level. She found slang words were translated dominantly by using a more general word with 18 cases. While slang phrases was dominantly translated by using an Idiom of similar meaning and form has 24 cases. The differences with the writer's research are the writer use source data an article from website Wonderful Indonesia, not literary works. Then, the writer takes Mona Baker theory, but a step higher from Rina's research, not only about word level and above word level, but also grammatical level.

Through this fact and some studies, the writer tries to analyze 25 articles from Wonderful Indonesia's website. After the writer read the translation from Wonderful Indonesia from the Source Text (ST) Indonesia and translates into English, the writer sees there are some inequivalences. For example, the word "*berterbangan*" is

translated into “hop”. Based on that inequivalence, the writer interested to know how far the equivalence Source Text (ST) with the Target Text (TT) achieved in the equivalence translation.

The equivalence in translation is one of the most problematic areas in the translation theory. To analyze this case, the writer uses Baker theory about equivalence in word level, equivalence above word level, and grammatical equivalence. Baker’s theory is the most suitable for an article because she explores the equivalence at different levels and aspects such as put the linguistic and communicative approach. The writer did not use two others level, textual level and pragmatic level because the writer wants to focus until the grammatical level and due to the limitation of the time.

## **1.2 Research Questions**

In line with above description, the problems proposed here are:

1. What strategies of equivalence at word level are found in Wonderful Indonesia’s article?
2. What strategies of equivalence above word level found in Wonderful Indonesia’s article?
3. What strategies of equivalence at grammatical level are found in Wonderful Indonesia’s article?

### **1.3 Purpose of the Studies**

Based on the research questions of the study above the researcher has some objectives as follows:

1. To find out the strategies which were used at word level.
2. To find out the strategies which were used above word level.
3. To find out the strategies which were used at grammatical level.

### **1.4 Scope of the Study**

This analysis focuses on the equivalence in word level, above word level, and grammatical level found in 25 articles of Wonderful Indonesia website.

### **1.5 Significance of the study**

- 1.) To propose the suitable translation for Ministry of Tourism and Creative Economy to be put in their website
- 2.) To be the source of reference