

Chapter I

Introduction

1.1 Background of the Study

Translation is the common way on sharing information all over the world. Through translation activities, many people in many different continents with different languages could share the knowledge and the information. According to Newmark (1988) as cited in Machali (2009), the translation is an activity of delivering the text's meaning of a language to another language according to the author's intention. A translator, who do the translation process, should only reproduce and recreate the message in the target language text (TLT) without omitting, adding, or changing the meaning and the author's intention of source language text (SLT). Therefore, a translator should have the capability in conveying and reproducing the message without adding his point of view and idea to the text.

In translation practice, there are many organizations in several countries which make the translation as the main concern. The aims of those organizations are to prepare the fresh graduated people majoring in translation to apply their knowledge of translation practically and to control the quality of the translation products in order to produce the equivalent TLT to SLT (Machali, 2009: 24). For example, in Australia the translation activity is very protected. Those only who are certified in the qualification of level III from NAATI have the permission in translating the legitimate documents and teaching languages.

NAATI is National Accreditation of Australian Translators and interpreters and this organization has its own qualification in permitting the graduated students majoring in translation to be the real translators and interpreters. This is an evidence that translation practice is an important activity that can not be done without seriousness.

Translation practice will produce a translation product. Nababan (1999: 59-60) the quality of translation product will be determined by the process of the translation. The translation product could be good or acceptable but also could be unacceptable by the target text readers. Although there are some certain regulations in translating a text, the result may come up with different sense and meaning. There are two possible major factors that affect the translation result; first, the ability of the translators themselves in translating the text and second, the clarity of the SLT itself.

The ability of the translators in translating a text includes the comprehension of the translators to the source text, the translators' choice of methods and procedures of translation in translating the text, and the translators' understanding of both the source language and the target language such as the linguistics, semantics, and pragmatics aspects. If the translators master both, the source and the target languages, and they have the strong basic of translation concept and idea, the translation results will come to the closest level to the source ones which mean very good. Another problem may appear when the source text is not clear enough to be translated. It can cause double meanings or

double interpretations. In this case, the translators should be smart enough to find the real meaning of the text itself. The translators should understand what the text is about exactly and produce a good translation result to TLT readers.

Based on the explanation above, the translation product should be qualified and accepted by the TLT readers and give the same impact to the TLT readers as the SLT affects the SLT readers. Therefore, Larson (1984: 489) states there are six ways in assessing the translation products. One of them which will be core of this study is assessing the readability aspect. The writer has the notion that the readability aspect is the crucial issue to be discussed because the readability aspect directly relates to comprehension of the readers about the translated text and also directly relates to the translator's ability in translating the text.

Readability is defined as "how easily written materials can be read and understood" by Richards et al cited in Nababan (1999: 62). Previously, the readability only focuses on the reading activity. However it becomes important since the translation process requires the reading activity. In the translation field, the readability is not only related to the SLT, but also to the TLT (Nababan 1999: 61). The readability of the TLT will directly relate to the TLT readers' comprehension. Thus, it is important to be discussed.

Readability is affected by two major factors. Nababan (1999) talks about the factors, such as the average sentence length, the number of new words, the use of complex sentences, the use of foreign words and cultural words, the

ambiguous words and sentences, and the unfinished sentences. Those factors can be defined as the internal factor of readability. Larson (1984) besides talks the way to test the readability, she also mentions that the readability may be also influenced by the factors, such as the size of type, punctuation, spelling, size of margins, and space between lines in the TLT which can be assumed as the external factor of readability. Therefore, the writer considers that these two major factors give great influences in the readability aspect of a translated text and need to be discussed.

The quick start manual user guide is considered as one of the important text to be analyzed and assessed in the case of readability aspect. This kind of text will help the consumers in operating the stuff. iPhone 4 quick start manual user guide is chosen as the corpus of this study because iPhone 4 represented the icon of the new generation of cellphone which is called as smartphone. Based on the forum in 2010 in <http://www.loopinsight.com/2010/07/12/iphone-4-scores-highest-in-consumer-reports-ratings/>, iPhone 4, as one of the apple products, still dominated the smartphone market while many kinds of smartphone arose. iPhone series, as the Apple Inc. product, was invented by Steve Jobs. The first generation of iPhone, named iPhone, was published in the middle of 2007. iPhone was designed in the California, America and it's imported to Indonesia by PT. MITRA TELEKOMUNIKASI SELULAR. Since it is designed in California, America and imported to Indonesia, the manual guide will be produced in English and

translated to the Indonesian language. This quick start manual user guide consists of the basic instructions of using the iPhone 4 which help the consumer instantly understand how to operate it. Besides, in the translation version of this quick start manual guide, there are some English words which are not translated to Indonesian language, such as 'download'. There is also mistype in this translated version. The writer wonders if those kinds of small mistakes could affect the readability of the text and the comprehension of the readers to the text.

1.2 Research Questions

- 1.2.1 How readable is the Indonesian Version of iPhone 4 Quick Start Manual user Guide?
- 1.2.2 What are the internal and external factors of readability that occur in the Indonesian Version of iPhone 4 Quick Start Manual User Guide?

1.3 Purposes of the Study

- 1.3.1 To measure the readability of Indonesian Version of iPhone 4 Quick Start Manual User Guide.
- 1.3.2 To identify the internal and external factors of readability that occur in the Indonesian Version of iPhone 4 Quick Start Manual User Guide.

1.4 Limitation of the Study

This study focuses on measuring the readability of Indonesian Version of iPhone 4 Quick Start Manual User Guide and identifying the external and internal factors which occur in those 18 units of Indonesian Version of iPhone 4 Quick Start Manual User Guide.

1.5 Significances of the Study

1. The writer hopes this study could enrich the translation field of study.
2. This study could also be used as the reference for the English Department students of State University of Jakarta who want to conduct the similar research in the future.
3. The writer also hopes that this study could be used as the reference for the translators to improve their ability in order to produce the readable translation products.

1.6 Previous related Study

In 2013, a study was conducted by an English Department student in State University of Jakarta, Shinta Octyviani. The study entitled *Naturalness in the Translation of the Scientific Text: A Case Study of Fifth Semester Students of English Literature Study Programme, FBS-UNJ*. The aim of this study is to analyze the naturalness aspect as one of criteria in assessing the translation quality besides the accuracy and the readability. Her study was conducted using

Machali's assessing instrument in categorizing the natural or literal translation and Newmark's assessing instrument of naturalness based on the ordinary language, common grammar, idiom, and contextual words. The result showed that the sixth semester students of English Department translated the scientific text 80% of literally, 10% naturally, 1% literally with combination of two sentences, and 9% not translated. Since this study examined the naturalness aspect of translation, there is needed a further examination in assessing the quality of the translation.

In the same year, Deni Indra Lesmana also conducted a similar study. A student of English Department, State University of Jakarta, entitled his study as *Accuracy in Translation of Scientific Text: A Case Study of Fifth Semester Students of English Literature Study Programme, FBS-UNJ*. The aim of this study is to analyze the naturalness aspect as one of criteria in assessing the translation quality besides the accuracy and the readability. He conducted his study using Machali's theory about the accuracy of assessing translation. The result showed that there were 48% of transposition or 158, 37% of translation in lexical level or 123, 15 of modulation or 48, and idiomatic translation is not found.

Based on the two previous studies, the writer conducts a study with the highlight in the readability aspect of translation assessment. The writer also chooses the different corpus from the previous studies. The Quick Start Manual

User Guide is chosen because it is directly related to the readers' comprehension as their guidance in operating the product.