

CHAPTER 1

INTRODUCTION

1.1 Background of the study

The term "children's literature" refers to both the subcategories of children's and adolescent literature. Children Literature itself is seen as a form of literature that are able to be received by children easily, this is due to Children not having the knowledge and skills in which adults have had years to acquire. Therefore a text that interests them and that meets their needs are more suitable for children to understand. (Wohlgemuth, 1988) Since children Literature emits a multicultural and bilingual narrative, culture is an integrated part of the translated children literature (Botelho & Marion, 2020) these literature then would help the children to put themselves inside the story narrative. But since these bilingual children literature is a part of translation process, factors like the target language, author's ideologies and the translation technique does not go unnoticed in the resulting literature (Weber, 2017)

This thought was in line with Desmidt (1986) who argues that the reading process improves the child's intellectual development and the child's knowledge. He continued by saying that children's literature and its translation must not only entertain children, but also teach them and develop their competence. Even so, translating children's books is a difficult process that is controlled by a variety of rules, including those of the original text, literary and aesthetic norms, commercial norms, didactic norms, pedagogical norms, and technical norms.

Aside from the above, in terms of translating culture, the translation works as an instrument to transmit culture and as a two-edged instrument: asIts specific goal is to show the translator's familiarity with the target culture, either as a form of control or to exercise his intellect and advance his competence. In Newmark (1988), and for Translation that works as an instrument to transmits culture, in the case of children literature, the target texts are shortened and are simplified in order to adapt

it to the reader's knowledge, to make it suitable for children because they are simply not able to comprehend or are not interested in more extensive texts. (Rodríguez, 2015)

Thus, a translation theory is developed to further expand the translator method in translating the foreign culture, making translation theory concerned with the translation method appropriately used for a certain type of text, and it is therefore dependent on a functional theory of language. In a wider sense, translation theory is the body of knowledge that the translator have about translating, extending from general principles to guidelines, suggestions and hints. Translation method is concerned with minutiae (the meanings of semi-colons, italics, misprints) as well as generalities (presentation, the thread of thought underlying a piece), and both may be equally important in the context. (Newmark, 1988)

The aim for the study is to analyze the domestication and foreignization listed from the "Dongeng Cinta Budaya" bilingual children picture book. As proposed by Venuti, domestication means the translation focuses closely to the culture of the target language. It indicates that the translator has removed the unusual terms from the original language and has substituted them with words from the target language that are recognizable and culturally related to the original language. While foreignization means purposely defying the rules of the target language and information from the source text is retained while maintaining its meaning.. Selecting foreign characters and developing translation techniques based on boundaries rejected by the target language's dominant cultural values are both examples of foreignization.

Previous study regarding foreignization and domestication is done in 2014 by Lijun Yang from School of Business and Trade Huanghe Science and Technology College Zhengzhou, China, entitled 'The Application of Foreignization and Domestication in the Translation', the purpose of this study is to explore the coexistence between domestication and foreignization as the two are frequently argued of which one is better. The conclusion of the paper was that both the foreignization and the domestication may continue to exist indefinitely; a successful

translation does not necessarily remove one from the other. The translator should choose based on a variety of factors and alternately use the appropriate one.

The second previous study is conducted in 2013 by Goran Schmidt from Josip Juraj Strossmayer University Osijek entitled 'Foreignization and domestication in the Croatian translations of Oscar Wilde's *The Picture of Dorian Gray*'. The study aims to analyze the translation techniques that could be classified as foreignizing or domesticating, compares the three translations to determine how much each uses those strategies, and determines whether there has been a diachronic change. In order to conduct this study, the researcher used one source text in English and three different translations of that text into Croatian, each of which was completed at a different time by a different translator. The case study has demonstrated that it is possible to identify textual components that are being domesticated or foreignized on a lexical and syntactic level. We can determine the level of domestication or foreignization in a translation by analyzing these components. Foreignization predominates in our corpus, mostly as a result of the examination of culturally distinctive objects.

The third previous studies is a thesis done in 2017 by Mega Nurcahyani entitled 'Foreignization and Domestication of the Indonesian Culture-Specific Terms in Korrie Layun Rampan's *Upacaraas Realized in George a Fowler's Ceremony*'. The purpose of this study is to categorize the different kinds of Indonesian culture-specific terms used in Korrie Layun Rampan's *Upacara* and to reveal the foreignization and domestication techniques used in translating the Indonesian CSTs into George A. Fowler's *Ceremony*. This research leads to two discoveries. The novel uses concepts from five different areas related to cultural terminology. There are 109 data on ecology, 115 data on material culture, 22 data on social culture, 64 data on organizations, and 6 data on gestures. The most of them are found in terms of material culture-specific words. It happens as a result of the novel's theme, which discusses the social circumstances of the Dayak tribe.

While the previous studies mostly analyze the cultural specific terms uses in novels and prose this study will analyze the bilingual children picture book titled

"Dongeng Cinta Budaya" by utilizing the translation process found in domestication and foreignization.

1.2 Research Question

This study will analyze the domestication and foreignization translation theory of domestication and foreignization in the stories in the bilingual children book "Dongeng Cinta Budaya published in 2018. The question that arises from the study is:

1. What kinds of translation technique is found in the stories from the bilingual children picture book "Dongeng Cinta Budaya ?
2. How does domestication and foreignization are used in translating the word and sentences in the stories from bilingual children picture book "Dongeng Cinta Budaya Books?

1.3 Purpose of the study

The purpose of the study is to analyze the use of domestication and foreignization in translating the words and sentences from the bilingual children picture book "Dongeng Cinta Budaya".

1.4 Significance of the study

The study supports the development of Translation studies and encourages more research on children literature involving translation. The knowledge of domestication and foreignization gained from this research will be useful to the students when translating texts from one language to another.