CHAPTER I
INTRODUCTION

1.1.   Background of the study

Translation was traditionally seen as the process of converting words from one language to another. However, its scope has significantly evolved. Over time, translation has been viewed as a global and cultural practice rather than merely a linguistic one. Through translation other messages, ideas, and cultural realities enter and interact with the target cultures. As recent translation studies suggest, translation does not merely transfer words; it also transmits identity, ideology, and meaning, all of which are mediated by cultural, social, and political factors (Harding & Carbonell Cortés, 2018). This broadened the definition of translation as an activity influenced by external factors such as power, nation, and ideology (Bian & Li, 2022), making it a rich area for exploring the relationship between language and culture.

Numerous foreign literary works, both fiction and non-fiction, have been translated into Indonesian, bringing diverse ideas and stories into the local culture. For instance, novels, as a form of literary work, carry a wealth of cultural information that offers insight into the social values, traditions, and identities of the source language (Widiyantari et al., 2017). The cultures of the source language are often reflected in the text. When new concepts are introduced into the target language, the change in language starts in lexis: new terms defining new objects or concepts in a language including proper names of the objects (Juzelėnienė et al., 2016). As a consequence, the demand of translating proper names that contain cultural information emerges.

Proper names are titles used for identifying and differentiating one person or thing to another (Sato, 2016). There are several types of proper names commonly found in novels such as names of character, person, city, place, event, institution, etc. Names can also function as terms to address someone or commonly known as *vocatives* (Widiyantari et al., 2017). Vocatives are usually used in a conversation to call for attention from the addressee. Even though most of the vocatives are also proper names, vocatives can encompass a broader range of linguistic expressions

beyond just proper names.

In the context of translation, the translation of proper names and vocatives in literary works such as novels are considered as one of the most challenging tasks faced by the translator. The challenges in translating proper names and vocatives arise because proper names frequently carry hidden meaning or intention that indicates their cultural roots and various factors including sex, age, geographical belonging, history, specific meaning, and cultural connotations (Juzelėnienė et al., 2016). Despite these challenges, there is no universal agreement on the best approach to translating proper names and vocatives (Juzelėnienė et al., 2016). Therefore, Indonesian translator tends to retain English words that contain cultural aspect, without translating them into Indonesian (Kaur, Husein, & Pulungan, 2024). However, this might affect the translation quality outcomes.

Translation quality is the result of translation assessment on how the translation ensures precision and fluency to meet the needs of the intended readers and purpose (Koby et al. in Manipuspika, 2021). According to Nababan (2012), at least there are three aspects of translation quality that need to be assessed: accuracy, acceptability and readability. Each of the aspect has its own criteria to support the quality assessment process.

To help overcome the challenges on translating proper names and vocatives in literary texts, translators need to use suitable methods or techniques to preserve the text's meaning and purpose that the original author has built. Translation techniques refer to the procedures employed by translators, which are reflected in the translated text (Volf, 2020). There are several translation techniques that translators can use such as borrowing, literal translation, adaptation, modulation, transposition, etc. All of the translation techniques being used then reflect the translator's ideology.

Ideology reflects the translator's choices, which are influenced by the demands of the translation (Bian & Li, 2022). Ideology shows the translator's translation choices that is reflected from the demand of the translation (Behtash, 2016). As a result, ideology in translation shows the translator's tendency on how they translate the original text to the source text. There are two kinds of ideologies

in translation; foreignization and domestication. Foreignization refers to the ideology where the translator tries to preserve the original text as much as possible. Meanwhile, the ideology of domestication shows the attempt of naturalizing the original text to the source text to enhance the familiarity among the readers. Juzelėnienė (2016) states that by revealing translator's ideological tendencies we might reveal important information from the translation result since it helps us to look at the translator's attempt to preserve the original context and information that the author has built.

Some of the previous studies have already explored what kind of translation techniques and ideologies the translator used to translate proper names or vocatives in literary text. For instance, Raditya & Agung (2023) conducted a study of proper names translation procedures in *The Secret Garden* novel by Frances Hodgson Burnett. The result shows the attempt of preserving original names as much as possible. Another study by Ratnasari et al. (2016) explored the Technique and Ideology of Vocatives and Proper Names in The Hobbit. Result shows the use of foreignization ideology. Furthermore, Ningsih (2016) through her research also revealed that out of 365 proper names found in *House of Secrets* novel, 286 data show led to foreignization ideology.

Although previous studies have offered valuable insights into the translation techniques and ideologies used in translating proper names and vocatives, none of the prior studies have specifically investigated how the translation technique and ideology impact the translation quality outcomes in the context of *The Body in The Library* novel by Agatha Christie. In this novel, the translator observed that the translator tends to retain English cultural words, especially proper names and vocatives. Therefore, this study aims to investigate the translation techniques and ideologies employed by the translator, as well as the translation quality outcomes.

1.2.   Research Questions

Based on the background of the study, the research questions to be answered in the present study are formulated as follows:

1. What kind of techniques are used by the translator of the novel *The Body in The Library* in translating proper names and vocatives in English-Indonesian translation?

2. What translation ideological tendencies are reflected in English-Indonesian translation of proper names and vocatives in *The Body in The Library* novel?

3. Do the techniques and ideologies employed in the translation meet the criteria of translation quality aspects of accuracy, acceptability, and readability?

1.3.   Purpose of the Study

This study aims to identify the kinds of translation techniques used in the English-Indonesian translation of proper names and vocatives in *The Body in The Library* novel, analyze the ideological tendencies reflected in the translation, and evaluate whether the applied techniques and ideologies align with the translation quality criteria of accuracy, acceptability, and readability.

1.4.   Significance of the Study

The researcher hopes that this study will make a significant impact for society, either theoretically or practically. Theoretically, this research aims to expand knowledge of the strategies employed by translators when translating proper names and vocatives. Practically, it offers benefits to both translators and other researchers.

For translators, the researcher hopes that the results of this study could develop the translator insights on solutions for various challenges encountered while translating proper names and vocatives in literary work. By identifying the challenges in translating culturally distinct texts, this study aims to help translators refine their approach and enhance translation quality.

For other researcher, the researcher hopes that this study contributes to enrich researcher's knowledge about the complex decision-making process involved in proper names and vocatives translation. This allows the researcher to explore how cultural values and beliefs influence the process of translation. By analyzing and evaluating the practice of translation techniques, this study can lead to the development of new or improved translation technique and strategies.

1.5. Scope of the Study

This study focuses on analyzing the translation of proper names including people's names, object's names, and geographical terms, as well as vocatives including names, standard appellatives, general nouns, personal pronoun, and nominal clause in the English-Indonesian version of *The Body in The Library* novel. It specifically examines the translation techniques applied by the translator, the ideological tendencies reflected, and translation quality outcomes in terms of accuracy, acceptability, and readability.

The study is limited to textual analysis and does not include the translator's decision-making process, or the reader's perspective on the translated work. Additionally, this study does not cover broader linguistic aspects such as grammatical structure, stylistic choices, or cultural adaptation beyond proper names and vocatives.