

CHAPTER II LITERATURE REVIEW

A. TRANSLATION

Many translation theorists give definition about the translation. In their book entitled *The Theory and Practice of Translation*, Nida and Taber give definition of translation as follows "Translating consists of reproducing in the receptor language the closest natural equivalence of the source language, first in terms of meaning and secondly in terms of style" (Nida, Taber, 1974:14). Bell states "Translation is the expression in another language for target language) of what has been expressed in another, source language, preserving semantic and stylistic equivalences" (Bell, 1991:6). However, the basic purpose of translation is to reproduce various types of texts, comprising literary, religious, scientific, philosophical texts etc. in another language and thus making them available to wider readers, to a greater number of target audiences and to bring the world closer.

The essence of translation lies in the equivalence of meaning across two different languages. To get the equivalencies the translators need to determine the techniques during the process of translation.

The techniques used will affect the micro unit of the text. "We define translation techniques as procedures to analyze and classify how translation equivalence works" (Molina, Albir, 2002). Researcher decided to use Molina and

Albir terms since they can clearly distinguish between strategies, techniques, and methods. Translation methods refer to the way a particular translation process is carried out. Meanwhile, translation strategies are the procedures used by translator to solve problems that emerge when carrying out the translation process with particular objective in mind.

There are some techniques that are introduced by Molina and Hurtado to solve the problems of equivalence. The techniques are:

- Amplification

This technique is applied to introduce a detail that is not formulated in the ST information, explicative paraphrasing. Footnotes are a type of amplification.

The example

Source text : Halaman

Target text : Halaman muka

- Borrowing

It is applied by taking a word or expression straight from the source text.

The example

Source text : Software

Target text : Software

- Established Equivalent

This technique is applied by using a term or expression recognized (by dictionaries or language in use) as an equivalent in the TL.

The example

Source text : Terms and conditions

Target text : Syarat dan ketentuan

- Generalization

Generalization means use a more general or neutral term.

The example

Source text : Masinin

Target text : Rumal

- Linguistic Compression

This technique is applied to synthesize linguistic elements in the target text.

This is often used in simultaneous interpreting and subtitling.

The example

Source text : Shoes

Target text : Sepatu

- Literal Translation.

It is applied by translating source text literally into target text.

The example

Source text : See all phones

Target text : Lihat semua telepon

- Modulation

Modulation is to change the point of view, focus or cognitive category in relation to the ST; it can be lexical or structural.

The example

Source text : You are a father now

Target text : Anakmu telah lahir.

- Linguistic Amplification

Linguistic amplification is to add linguistic elements. It is often used in consecutive interpreting and dubbing.

The example

Source text : No beverages

Target text : Dilarang membawakan minuman.

E. LOCALIZATION

Business or commerce in digitalization world has born the localization industry. Multilingualism on the internet is a reality and the only way for a company to be really global is to show that it is interested in its consumers in the global market, adapting its website to their own needs.

Although the English language has been the lingua franca through which speakers of different languages can communicate, the interaction of the user with a website on the Internet becomes more direct when its content is in his/her mother

tongue. However, the process of traditional translation is not adequate for a direct appeal to the user. Thus, a new process called localization, has made its appearance in which apart from linguistic, extra linguistic elements need to be adapted to different locales taking into consideration economic, cultural and technical parameters. Guidere states (in Pierini, 2007) "Localisation is a complex process taking into account not only the sociocultural specificities of the target locale (e.g. behaviour patterns and values of the target culture), but also the politico-legal ones (e.g. regulations related to information and to certain products, such as tobacco).

Localization more involves global aspects such as cultures and laws, icons and user interfaces. Thus, localization is often applied on software (e.g. website, video games and software programs).

One way to define localization may be to see how it differs from conventional translation. The difference lies in the nature of the content with which it deals.

O'Hagan defines:

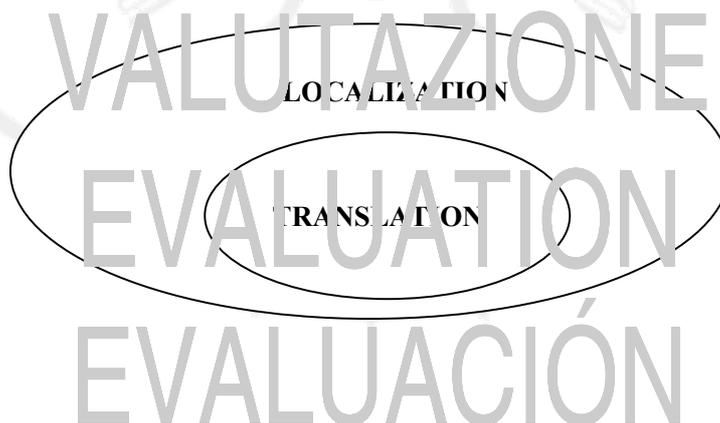
Localization can be seen as an industrial process applied to content that is predominantly in digital form and needs to be adapted to target market requirements. The localization industry can be regarded as a business sector that serves customers seeking globalization of their products across linguistic and cultural barriers. In my view, localization is much more explicitly associated with globalization than conventional translation is (O'Hagan, 2003)

From the explanation above, it can be concluded that localization emphasizes on interdisciplinary process of adapting an electronic product (software, website,

Help file, CD, etc.) to the needs or expectations of a specific target audience (group of users, country, etc.).

C. TRANSLATION AND LOCALIZATION

Translation has met the concepts of localization rather late, starting in the late 1990s. It is where the internet is growing rapidly throughout the world. Various arguments have been suggested to describe the relationship between localization with translation. According to Pym from the *Perspective of Translation Studies*, translation is just a small step in a larger process of localization (Cymon, 2004). It is in line with Esselink (in Pierini, 2007); localization is the translation and adaptation of a web product. Those lead to a superordinated relationship with translation being subordinated to localization.



Even though localization cannot stand alone without translation, localization was not included in Translation Studies until recently. It is because some says that localization is an industrial process that was developed more or less independently of

traditional translation and directly in response to market needs. As such, its practice developed before its theory.

D. WEBSITE

The Internet and the World Wide Web are not synonymous. The Internet is a collection of interconnected computer networks. In contrast, a website is a collection of web pages that is hosted on one or several web server that can be accessed via the Internet. A website can be viewed as a container with an address and domain name on the Internet.

Web pages consist of verbal component that is text and non-verbal component that are pictorial (images, icons), graphic (layout, typographic features) and acoustic elements (sounds, music). This is in line with Sandrini, "A website contains different types of digital assets which can be text, pictures, multimedia files such as audio and video streaming[...]" (Sandrini, 2005)

Web pages can usually be accessed from a common root URL (Universal Resource Locator) called the homepage. URL is an address that is used to locate a particular resource (website, file, server, etc.) on the Internet. The URL's of the pages organizes them into a hierarchy. The hyperlinks between them control how the reader perceives the overall structure and how the traffic flows between the different parts of the sites.

Companies and commercial organizations use website to advertise their products (Barret,1997:23). That is why a company website should contain information for the

target market. According to Parker in Kumorotomo and Margono (1998:12), characters of information are availability, comprehensibility, relevant, useful, accurate, reliability, actual, and consistent. Those characters should be integrated in a website.

E. WEBSITE LOCALIZATION

Website localization is an integrated form of language and culture as the target market. From marketing point of business, website localization is a prime solution. Every website localization are customized and designed to fit every business requirements for global markets. Website localization is defined as the process of modifying a website for a specific locale.

There are four strategies to localize website based on Pierini. First, the verbal component is translated without any adaptation, and the non-verbal one is left unmodified. Second, only small (verbal and/or non-verbal) parts of the ST are modified. Third, the verbal component is completely rewritten, leaving unchanged the non-verbal one. Last, both components are modified. (Pierini, 2007)

Lockwood (in Sanjani, 2005) defined three approaches in organizing global website. Each approach will produce different website localization. The three approaches are:

1. The monarchist approach with central control over the content where content is translated but seldom adapted. The result is a website which is not sensitive to local market.

2. The anarchist approach with multiple local sites without coordination, each using a different design. In this case there will be high cost and no corporate strategy.
3. The federalist or subsidiary approach which is a compromise between the first two strategies global, regional and local content (GRL). Global content is produced centrally, translated and used internationally; regional content is also translated and used in a regional context whereas local content will be produced locally in the local language without the need for the translation.

F. ACCURACY OF TRANSLATION

Accuracy is one of the factors that determine the quality of a translation. The accuracy of transferring message is an important aim in translation, (Baker, 1992:57).

“ An evaluation of accuracy of the translator is intended to find out whether the content of the source language are accurately rendered into the SL”(Nababan, 2004:130)

Basically, accuracy is related to choose the correct words in order to reveal some idea in target text. It is very important because if the translator is wrong to choose the words the text will not be accurate. In choosing the right words, it should consider some factors, such as, the target readers, context of the text, and socio-cultural condition.

A translation is considered to be accurate if it conveys the meaning of source text into target text correctly without using the way of translator transfer the message

to the target text. Therefore, accuracy is a kind of source text oriented approach to translation.

G. ACCEPTABILITY OF TRANSLATION

Acceptability is also one of the factors that determine the quality of translation. It relates to the naturalness of the translated text into the target readers.

Therefore, the translator needs to observe the norms of the source language and the target system before translating the text. The translated text will be considered acceptable if it is read as an original written in target language and sounded natural for the target readers. In contrast with accuracy, acceptability is a kind of target text oriented approach in translation.

