

Judul : An analysis of translation of non-standard expressions
in *Ms. Wiz jadi supermodel*

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CHAPTER I

INTRODUCTION

A. Research Background

Language as a communication tool develops rapidly. It is influenced by non-standard expressions emerging in society. Non-standard expression is a language which is used in informal situation. It can be in the forms of vocabulary, grammar and pronunciation.

As young generations, teenagers are the most creative group in the progress of lifestyle. Gabor in her paper for *International Translation Conference* mentions that teenagers are receptive to new things, ideas and tends not to be too strictly bound by rules and tradition (2005:85). Related to non-standard expression, teenagers create their own language which is only understood by them. Their expressions are called slang expressions. Now, some slang words become popular utterances in daily speech. As mentioned by Chambers and Trudgill, for younger speakers the most important social pressures come from the peer group, and that linguistically they are more strongly influenced by their friends than by anybody else. Influence from the standard language is relatively weak (1998: 79). Therefore, the teenagers have added some vocabularies in the language.

Besides slang language, another non-standard expression is colloquial which is also used in daily speech. It can be involved in styles of speech. Lyons (1997:292) writes that:

Stylistic variation in general, and register variation is not simply a matter of vocabulary. It also affects grammar and as far as the spoken language is concerned, pronunciation. For example: elliptical utterances (Been shopping? Just wanted to say “Thanks” for last night) and tag question (you haven’t seen my pen, have you?) are more frequent in informal English than in formal English. 1 pronunciation, there are more cases of assimilation, of special alleg is, in casual colloquial speech than there are in a more formal style.

An example of the assimilation of pronunciation in colloquial speech is “Tha mun come ter th’ cottage one tam”, he said...”Ah mun ta’ e th’ lantern’, he said “The’ll be nob’dy”. (Hatim and Mason. 1997: 45). Sometimes this assimilation is influenced by dialect and idiolect of the speaker.

The use of non-standard expression influences many authors in writing a story. Although the written language tends to be more highly standardized than is the speech of those who use it (Lyons. 1997: 277), an author considers that it is a challenge to result an interesting book. Most fictions use non-standard expressions because usually they contain daily conversations and the author wants the book easy to understand.

Storybooks using non-standard expression are usually for children and teenagers as the target readers. An Indonesian writer, *Hilman Hariwijaya*, writes many story books for teenagers. The most popular book is *Lupus*. It contains many non-standard Indonesian expressions because the characters of the story are high school teenagers. He tries to adjust the language to the readers. Such style of storybook is very interesting because it is appropriate to the development of lifestyle which is followed by teenagers.

However, non-standard expression is different for each country. As the consequence, a storybook from foreign country will make problem to the readers related to language differences. This problem can be solved by translation. According to Nida and Taber (1969: 12), “translating consists in reproducing in the receptor language the closest natural equivalent of the source language message, first in terms of meaning and secondly in the terms of style”. Therefore besides the message, the style of the target text (TT) must be equivalent to the style of the source text (ST). Below are examples of the use of non-standard expression as found in “Ms Wiz, Supermodel and its translation, “Ms Wiz Jadi supermodel”.

Example 1:

ST: “All the top designers are thinking olive this season. The word on Fashion Avenue is that olive is...**way cool**”.

TT: “Semua perancang busana top akan memakai warna itu musim ini. Menurut Fashion Avenue, hijau zaitun ...**keren abis**”.

(14)

This is an example of slang phrases. The phrase ‘way cool’ and *keren abis* are popular words used by teenagers. They are used to express ‘admiration’ of something. In these sentences, they are equivalent because in slang language whether in Indonesian or English, both phrases mean ‘very good’. In this case, the translator translates slang phrases of source text to the slang phrases of target text.

Example 2:

ST: “**Enough of ze rabbit-rabbit-rabbit. It’s tam to work. Or as we say in France, let’s ger for eet**”.

TT: “Cukup zudah omong-omong kozong ini. Zudah waktunya bekerza.
Atau, zeperti yang biasa kami katakan di Prancis, ayo zerbu...”.

(13)

The author intends to show the pronunciation of the speaker (a designer), so he uses non-standard spelling. The standard is *Enough of the rabbit-rabbit-rabbit. It's time to work. Or as we say in France, let's get for it.* The speaker, to show his idiolect, intentionally uses the wrong pronunciation. Without translation, it will make problem to the readers if they do not understand English. Therefore, the translator tries to use the author's style, but she adjusts it to the pronunciation of Indonesian. While the letter 'z' is used to pronounce 'th' in English, the letter 'z' is used to pronounce 's' and 'j' in Indonesian. However, the author and the translator intend to show the idiolect of the speaker in writing.

Both examples are non-standard expressions used by particular speakers. In translation, such problems are very difficult if the translator does not have competence about non-standard expressions knowledge. However, such phenomenon is interesting to analyze, so the researcher decides to analyze how the non-standard expression of source language is translated into target language. The data source of this research is a bilingual edition (English-Indonesian) children book entitled 'Ms Wiz, Supermodel' by Terence Blacker and the translation entitled 'Ms Wiz Jadi Supermodel' by Ramayanti.

B. Research Limitation

To prevent deviation, the researcher makes limitations concerning the data and the analysis. The researcher focuses on the non-standard expressions and the

translator's strategies used in the data, that is 'Ms. Wiz Supermodel' by Terence Blacker, which is translated into Indonesian 'Ms. Wiz Jadi Supermodel' by Ramayanti. The data source is a bilingual children book published by P.T. Gramedia Pustaka Utama, Jakarta, May 2000.

C. Problem Statements

This research answers problem as formulated below:

1. What are the types of non-standard expressions found in *Ms Wiz Supermodel*?
2. How are the non-standard expressions in English found in *Ms. Wiz, Supermodel* translated into Indonesian?
3. How do the differences between English culture and Indonesian culture influence the translation of non-standard expressions?
4. How is the accuracy of the translation of non-standard expressions in *Ms Wiz Jadi Supermodel*?

D. Research Objectives

The objectives of this research are:

1. To know the types of non-standard expressions found in *Ms Wiz Supermodel*.
2. To know how non-standard expressions in English translated into Indonesian in *Ms. Wiz Jadi Supermodel*.

3. To know how the differences of English culture and Indonesian culture influence the translation of non-standard expressions.
4. To know the accuracy of translation of non-standard expressions in *Ms Wiz Jadi Supermodel*.

E. Research Benefits

The result of this research is expected to give benefits for the students of English Department, the lectures and the other researchers.

1. For the students of English Department

The result of this research can provide a reference and add additional knowledge of language, especially knowledge about non-standard expressions.

2. For the lectures

The result of this research can add their references and provide additional materials for language teaching.

3. For other researchers

The result of this research can be used as a reference to analyze other research about language

F. Research Organization

This thesis consists of five chapters.

Chapter I is INTRODUCTION. It consists of research background, problem statements, research limitation, research objectives, research benefits and research organization.

Chapter II is LITERATURE REVIEW. It discusses some theories about the definitions of Sociolinguistics, Non-standard expressions including slang, dialect, idiolect and colloquial, Translation, Equivalence and Non-equivalence, Translation Problem and the Strategies.

Chapter III is RESEARCH METHODOLOGY. It concerns to the methods used by the researcher. It includes research type and design, source of data, method of data collection, technique of data analysis and research procedures.

Chapter IV is RESEARCH FINDINGS. It is the most important chapter in this thesis. The researcher will classify and analyze the data.

Chapter V is CONCLUSION AND SUGGESTION. It is the last chapter. The researcher concludes the result of the analysis and gives suggestions.

BIBLIOGRAPHY

APPENDIX