

Judul : An analysis of strategies and quality of the translation
of the manual text of sony ericsson t630 into
Indonesian
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CHAPTER I

INTRODUCTION

A. Research Background

Language is one of the important communication media for human beings. When people live together with other people, they need to communicate with one another. Without language, they will meet problems in expressing their thoughts, feelings, ideas, and desires. Samsuri, concerning this, says that “*Bahasa tidak terpisahkan dari manusia dan mengikuti dalam setiap pekerjaannya.*” (1985:4). This implies that language is really useful and important for human’s life.

From time to time language is developing. According to Tarjana (2000:2-3), “Language is changing, every time there are terms coined freely and easily based on the needs of the speakers.” Dealing with this, language is a living system. It is dynamic and changing. The development of language has something to do with the development of technology. For example, the word *laptop* enters into English after the invention of the object. It can not be denied that most of inventions of technological products are invented by western people and Indonesia as a developing country becomes the main market target for technological products, such as hand phone.

Nowadays, hand phone is no more a luxurious thing. It is like a television. Most people have it. We know that hand phone is one of the technological products of western people, so the manual text of it is written in English. This makes Indonesian people difficult to understand how to operate and maintain it precisely because only a few of Indonesian people are able to speak English. To overcome this problem, the English manual text is translated in Indonesian. Therefore, translation activities are badly needed. Translation does not only deal with the transfer of words from source language into target language, but the most important thing is to transfer the message from source language into target language. Within the context of translating, a translator has a great role in transferring the message. He/she becomes the bridge that links the author to the readers. He/she is also responsible for the content of the text he/she has translated. If the translator does not do the process well, it will influence the quality of the translation product.

In the process of translation, a translator will meet the problems dealing with the transfer of message from source language into target language accurately. To solve the underlying problems in transferring the message, translator employs translation strategies. Lorsch in Darwish (1999:18) defines translation strategy as a global procedure that consists of a series of minimal problem-solving steps which the translator employs in making certain consideration about the text. In transferring the message, a translator must determine translation strategies that should be applied to produce an accurate translation, so that the readers can enjoy and understand the product.

The following examples show the various translation qualities that are affected by translation strategies used by the translator.

Example 1:

038 ...

Remove the charger by tilting the plug upwards.

038 ...

*Lepaskan pengisi baterai dengan mengungkitkan **bagian belakang** colokan ke atas.*

This is a part of text taken from the Sony Ericsson T630 manual text. This text is an instruction that asks the readers to tilt the plug upwards when they remove the charger. From the example above, it can be seen that there is an addition of some words. They are *bagian belakang*. The translator adds *bagian belakang* to make clear the translation. If the translator does not add these words, it will be confusing the target readers because they do not know which part should be tilted when they remove the charger. The use of precise strategy will produce an accurate translation. The addition of some words in translation can be done as far as it does not change the message of the source text. This example is accurate, though there is an addition of some words.

Example 2:

065 When you restart your phone after the first data download. A new submenu appears under the menu.

065 *Ketika Anda me-restart (mematikan dan menghidupkan lagi) telepon Anda setelah pertama kali data dimuat, submenu baru akan muncul di bawah menu layanan online.*

The second example is information telling the readers that a new submenu will appear when they restart their phone after the first data downloaded. The source-language word, *restart* may be semantically complex. In Indonesian, there is no single term referring to the word, *restart*. To solve this problem, the translator uses translation strategy using loan word plus explanation. If the translator only uses *restart* without explanation, it will make some of the target readers hard to catch the point. The translator explains the meaning of *restart* by adding *mematikan dan menghidupkan lagi*. It aims to help the target readers who do not know this concept (*restart*) comprehend the instruction easily. The loan word with explanation is very useful when the word is repeated several times in the text. The translator only needs to explain the loan word once, and then the loan word can stand by itself. In this case, there is prefix *me-* followed by the word, *restart*. This aims to verbalize the word *restart* into Indonesian style. Though *restart* itself is verb in English. It is not normal in Indonesian if we do not put prefix *me-* in the word, *restart*.

Another strategy used by the translator is addition. In the target language, the translator puts *layanan online* to explain the preceding word, *menu*. The addition does not change the accuracy of the translation since it does not distort the message of source language. Actually, the addition of the words, *layanan online* clarifies the readers that a new submenu will appear under the online service menu. In this case, it can also be seen that the source text consists

of two clauses, but in the target text the translator combines those two clauses into one sentence, compound sentence. *When* is a subordinating conjunction, which always joins clauses of unequal rank; that is, a main clause with a subordinate clause. In *Ketika anda me-restart (mematikan dan menghidupkan lagi) telepon anda setelah pertama kali data dimuat, submenu baru akan muncul dibawah menu layanan online*, the main clause (sometimes called the independent clause) is *Submenu baru akan muncul dibawah menu layanan online*; and a subordinate (sometimes called dependent) clause is *Ketika anda me-restart (mematikan dan menghidupkan lagi) telepon anda setelah pertama kali data dimuat*. Formally, the target-language sentence has a correct Indonesian structure. In this text, the translator does structural adjustment to make the translation accurate in term of transferring message and structure.

Example 3:

092 T9TM Text Input

You can use T9TM Text Input when writing, **for example**, text messages and e-mail.

092 *Input Teks T9TM*

*Anda dapat menggunakan cara Input Teks T9TM ketika sedang menulis pesan teks, email **dan sebagainya**.*

In the third example, it can be found that there is an addition of some words, *dan sebagainya*. In the source text, it is written that T9TM Text Input is the facility that can only be used to write text message and e-mail, but in the target text there are *dan sebagainya*. These words mean that there are other activities in which T9TM Text Input can be used. Basically, there are only two activities in

which T9™ Text Input can be used; those are when we are writing text message and e-mail. The translation above is inaccurate translation since the message deviates from the message of source text. A deviation of the message occurs due to the addition of *dan sebagainya* since the addition adds another content of the target language. Besides that, there is a deletion of *for example*, but the message does not change since the deletion of *for example* is not significant. It does not give another meaning to the message. The translation should be *Anda dapat menggunakan cara Input Teks T9™ ketika sedang menulis pesan teks dan email.*

From the examples above, it can be said that strategies used by translator influence the translation quality. Appropriate strategies applied by translator in rendering text will produce a good translation product. On the other side, inappropriate strategies will lead translator to produce inaccurate translation. The use of translation strategies in transferring the message from source language into target language influences the accuracy of the translation.

Based on these phenomena, the researcher is interested to examine translation strategies used by translator to translate the manual text of Sony Ericsson T630 into Indonesian and the impact of the translation strategies on the translation quality of the manual text in term of accuracy. The manual text is a text which consists of information about the features of Sony Ericsson T630 and instructions to assist the consumers to operate and maintain it properly. The researcher's reason to choose the manual text of Sony Ericsson T630 published by Sony Ericsson Mobile Communication AB as the data is that information and instructions in the manual text ask the readers to think and act as what is written in the manual text. Here, the role of message transfer ability is very important. The

original message should be transferred accurately and successfully to the target language in terms of generating the same reader's response of source language. In this case, the translator should be able to deliver the message from source language into target language in a correct manner.

B. Research Limitation

The researcher only analyzed the translation strategies and quality of the translation of the manual text of Sony Ericsson T630. The analysis of translation quality only dealt with the accuracy of message transfer that was evaluated based on the completeness of message, which was transferred from the source language into target language.

C. Problem Statements

Based on the research background, the researcher raised two problems.

They were:

1. What translation strategies are used by translator to translate manual text of Sony Ericsson T630 published by Sony Ericsson Mobile Communication AB into Indonesian?
2. How is the impact of the strategies on the quality of the translation of the manual text of Sony Ericsson T630 published by Sony Ericsson Mobile Communication AB into Indonesian in terms of accuracy?

D. Research Objectives

This research was intended:

1. To find out the translation strategies used by the translator to translate the manual text of Sony Ericsson T630 published by Sony Ericsson Mobile Communication AB into Indonesian.
2. To find out the impact of the translation strategies on the quality of the translation of the manual text of Sony Ericsson T630 published by Sony Ericsson Mobile Communication AB into Indonesian in terms of accuracy.

E. Research Benefits

This thesis was expected to have some benefits for:

1. English Department Students

The results of this research can be used as additional reference for the students in studying the translation subject.

2. Lecturers

The results of this research can be used as additional reference for the lecturers in teaching the translation subject.

3. The translator of manual text of Sony Ericsson T630

The results of this research may open the translators' mind concerning various problems on the translation of the manual text, particularly about the complicated matter on transferring the message.

F. Research Methodology

This research employed a descriptive qualitative method. By using descriptive qualitative method, the researcher only collected, classified, and analyzed the data and then drew conclusion, without making generalization.

G. Thesis Organization

This thesis consists of five chapters organized as follows:

Chapter I is INTRODUCTION. It includes Research Background, Research Limitation, Problem Statements, Research Objectives, Research Benefits, Research Methodology, and Thesis Organization.

Chapter II is LITERATURE REVIEW. It consists of Definition of Translation, Translation Process, Problems in Translation, Equivalence, Translation Strategies, Accuracy, Translation Quality Assessment, and Manual Text.

Chapter III is RESEARCH METHODOLOGY. It consists of Research Type and Design, Data and Sources of Data, Method of Data Collection, Technique of Data Analysis, and Research Procedures.

Chapter IV is DATA ANALYSIS. It consists of Introduction and Analysis based on Problem statements.

Chapter V is CONCLUSION AND RECOMMENDATION. It consists of Conclusion and Recommendation of the research.

