

CHAPTER I

INTRODUCTION

1 Background of the Research

Nowadays the language's varieties influence many aspects of life, one of them is technology. Technology developments require the language as a tool to describe their product to their consumer. In this case, we can take as an example the guide book or user manual. They are usually translated into many languages depends on the destination or countries which becomes their target market. In order to make a good user manual or guide book, translation procedures are needed.

User manual or guide book help the user to understand how the product works and the product's advice and warning. The user manual prevent the user from being confuse. The user would understand how ta product works just by seeing its user manual. In some countries with different language, user manual should be translated in order to avoid misunderstanding. The translation have to be translated by the expert or the translator in order get the appropriate translation.

In doing translation, the translator has to know the translation procedures that have to be applied. The procedures of translation are influenced by the changing of some aspects including meaning, grammatical form and other aspects of language. It is also related to text, context and process. Generally, translation is known as the process of transferring the

meaning of the source language (SL) to target language (TL). In addition, the translator has to follow the process to understand the message or knowledge found in the source language.

In translating, the translator has to concern the message of the text. The translator could change the form of the language or keep the meaning. The translator must be able to determine its meaning and reconstruct the meaning using the appropriate lexicon and grammatical structure in the receptor language and cultural context.

To get a good translation, the translator must find appropriate words in order to get the closest meaning in the source language (SL) into the target language (TL). One important thing is translator has to recognize the language expressions, then translate it with the closest and appropriate expressions of the receptor language.

For example:

SL: Mobile Dongle
TL: *Dongle Seluler*

Source: Samsung LED TV User Manual series 4

From the example above, the writer analyze that the translator uses naturalization procedures to translate the words. Translator only changes the word “mobile” into “*seluler*” and borrowing the word “Dongle”. Analyzing the translation of the user manual is not as easy as what is looks like. It is important to understand the techniques which is used in analyzing translating text.

This paper presents an analysis of procedures that is being used in translating from English into Indonesian as found in the user manual of Samsung LED TV. As technology, TV (television) becomes one of the goods which is most needed in human life. No matter how poor human being are, they mostly has TV in his or her house, even who live in board or apartment has TV too. TV showing music or program entertainments, news, world developments, advertisements and many more. No matter if they are a kid or an adult, they must be watching TV every day. As time goes by, the variant of the TV has changed. In the middle of the 20th century, TV only has a convex screen tube at its bottom. It only has two colors; black and white. Then, the TV show many colors and many variants. At the last 20th century convex screen changed into flat screen. Then nowadays flat TV has changed into LCD (Liquid Crystal Display) then LED (Light Emitting Diode) with flat size of it.

The user manual helps people to understand how to use it. Some of the user manual at least have two different languages. User manual contains of many things such as descriptions, warnings, advices and instructions. Imperative sentences consist of command, advice, warning, request and instructions. The imperative sentences become the most important things that the readers of user manual have to read and know because imperative includes what the reader should do and what the reader should not do with the product. If the readers are able to read and understand imperative sentences in user manual. They can avoid the misapplication of the product.

The writer chooses Samsung LED TV series 4 UA32H4303AW to represent technological terms that are close to our life. The numerous of Samsung's award and achievement can't be listed one by one. According to Jagatreview.com, since 2012 Samsung has achieved more than 30 awards. The highest award is a "Good Design Gold Award" for their product Samsung ES9500 OLED 3D. In 2015. Furthermore, Samsung have produced many technological products like hand phone, smartphone, tablet, refrigerator, etc. Samsung received eight Outstanding Achievement awards, seven for its SMART MultiXpress series at the Buyers Laboratory (BLI) 2015 Summer Awards.

Based on the facts above, the writer is interested in analyzing procedures used by translator in translating from English into Indonesian which focusses in the imperative sentences in the user manual of Samsung LED TV. Therefore, the writer will analyze the procedures in the way used by the translator to keep the sense in translating of user manual of LED TV. The imperative sentences include the warning, advice, instruction that have important things of the user manual. They should be read by the reader of the user manual. This thesis, hopefully will give some explanation and description to the readers as well as the good translator.

1.2 Identification of the Problems

Based on the backgrounds above, there are two points which will be focused on this research, including:

1. To identify the imperative sentences as found in the user manual of LED TV

2. To analyze the procedures used by the translator in translating the imperative sentences in the data which is taken from the user manual of LED TV from its English version into Indonesian version according to Newmark (1988)?

1.3 Objective of the Research

This research is aimed to identify the imperative sentences and to analyze the procedures applied in translating the imperative sentences found in the user manual of LED TV in English into Indonesian version.

1.4 Scope of the Research

In this research, the source of the data is taken from the English version of the user manual of TV LED and its Indonesian version. The writer limits the problem to identify the imperative sentence which found in the user manual. Then the writer analyzes the procedures and the way used by the translator translating the user manual focuses in imperative sentences.

1.5 Methods of the Research

In this research, the writer uses three steps to identify the imperative sentences and analyzes the procedures applied in translating the user manual used by the translator. They are collecting data, analyzing the data and the presenting of the analysis (Sudaryanto, 1993: 5-7).

1.5.1 Methods of Collecting Data

The source of data is the English version of the user manual of LED TV and its Indonesian version. In order to get reliable data, the writer reads both guide book versions.

The writer uses the user manual taken from the box of the LED TV itself. In collecting the data, the writer applies observational methods, especially non-participant observation and note taking techniques (Sudaryanto, 1993). The writer follows several steps. First, the writer observes and identifies the text in the user manual focusses in the imperative sentences. Second, the writer applies note taking technique proposed by Sudaryanto (1993) by making a list of the imperative sentences. Third, the writer chooses ten data of the positive forms of imperative sentences and ten data of the negatives as found in the user manual.

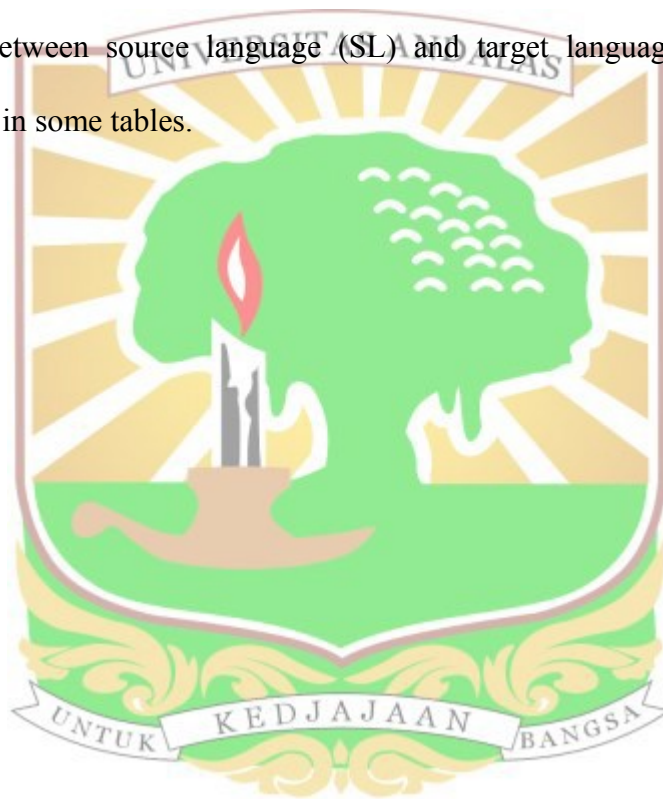
The data are chosen based on the characteristic of imperative sentence: the negative form: (negative) + Verb + Object and the positive form: Verb + Object. Based on the characteristic, the writer chooses twenty data that represent of imperative sentences.

1.5.2 Analyzing Data

In analyzing data, the writer applies translational identify method and comparative techniques proposed by Sudaryanto (1993) because the sources of data are taken from two different languages. The writer reads carefully the data one by one which has chosen by the writer from the original (English) version which are compared to the translation (Indonesian) version in several times in order to make it becomes more understandable. The writer identifies the variant of the imperative sentences and chooses ten examples of the positive form and ten examples of negative form that represent the imperative sentences. Then analyzing the translation procedures used by the translator based on the procedures by Newmark (1988).

1.5.3 Presenting the Result of Analysis

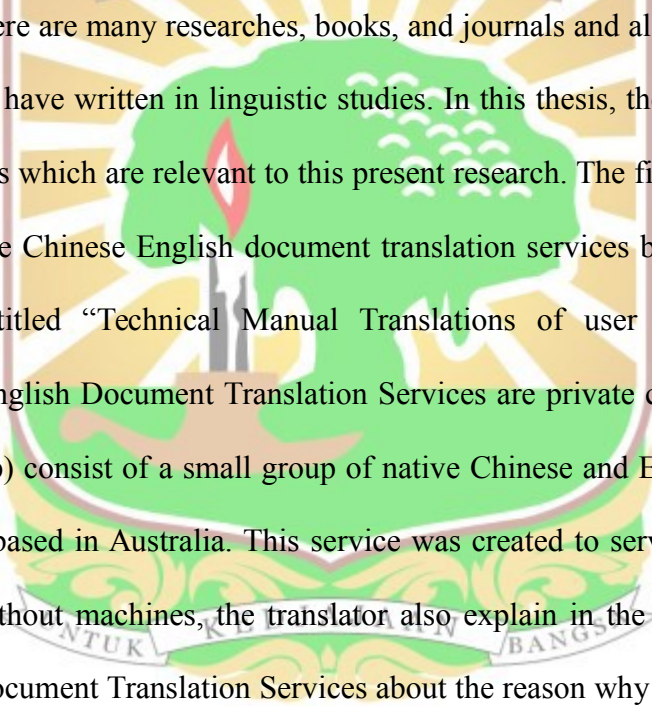
There are two ways in presenting the result of analysis; informal and formal method (Sudaryanto, 1993:145) Informal method is a method of presenting the result of analysis by using verbal language and descriptive ways. Formal method is a method of presenting the result of analysis in the form of signs and symbols, then the writer presents the data in a table of the diagram. To support the explanation, the analysis of the translation of the user manual between source language (SL) and target language (TL) will be presented in some tables.



CHAPTER II

REVIEW OF RELATED LITERATURE

2.1 Review of Previous Studies



There are many researches, books, and journals and also articles about translation have written in linguistic studies. In this thesis, the writer reviews three works which are relevant to this present research. The first related study is an online Chinese English document translation services by John and Zoe (2007) entitled “Technical Manual Translations of user Manuals”. The Chinese English Document Translation Services are private company (actual partnership) consist of a small group of native Chinese and English speaking translator based in Australia. This service was created to serve translation as manual without machines, the translator also explain in the Online Chinese English Document Translation Services about the reason why the user manual from China must be translated into other languages.

In Online Chinese English Document Translation Services, the translators use many techniques to translate a document. They have to try how China’s appliances can be accepted by people who do not understand Chinese language. They do not only translating manual appliances, but also documents, certificates, brochures, and manuals.

The second work is a Journal of Translation written Leong Ko (2010), entitled “Chinese-English Translation of Public Signs for Tourism”. This Journal explores on the issues relating to Chinese public signs at tourist attractions and their translation into English. Leong said “The language styles of public signs for tourist need appropriate strategies for the translation. The translation strategies are employed of translating public signs are literal translation, semi literal and semi-adaptive translation, and free adaptation and that literal translation is the most common strategy”.

The third is an Online Manual Translation Service by Chantal Hopps, Marie-Josée Comeau and Benoit Comeau (2006), entitled “Wedo Technical Manual Translation”. This online manual translation services explore technique used in the translation process. The translator of this online manual translation services said that “When we review a manual to determine whether or not it qualifies as a technical manual for translation purposes, we consider the subject matter, the terminology used, the purposed of the document and its intended audience”. Based on this statement, translator use techniques depend translation purposes, subject matter, and also intended audience.

From these previous studies, the writer can take a reference in analyzing data. Much or less of these previous studies is the continuance of what is going to do with the analysis. The research is a little bit different because the data are taken from different object of study, therefore the findings must also be different.

2.2 Definitions of Key Terms

Translation: Basically “ a change of form”...” and the form is referred to as surface structure of a language, namely actual words, phrases, clauses, sentences, paragraphs, etc., spoken or written” (Larson, 1984:3).

Translation Procedures: In translation, we can't translate the source language into the target language with our way. We have to follow the rules of translation procedures to get the closest and good translations. According to Newmark, there are 18 kinds of translation procedures and will be explained in a theoretical framework.

User Manual: User manual is a book that tells us how to do or operate something, especially one that comes with a machine, etc. when we buy it (Oxford Dictionary 2003:815).

2.3 Theoretical Frameworks

2.3.1 Imperative Sentence

Imperative sentence used for giving commands, instruction, request, suggestion, or direction. Generally it does not use subject (you) because it already understood or in other words the imperative sentence is elliptical construction.

Imperative sentences form: Verb + Object

According to Frank Marcella (1972), she said imperative usually based on the mood which refers to the forms that are used to explain the command, request, or instruction. There are five kinds of imperative sentences:

a. Giving Commands

The command is usually given by people who have the authority. In the imperative sentence, the intonation of the word is dropped at the end of the sentence and use exclamation marks (!).

Example:

Wake up, now!
Get out!

b. Giving Advice

It used for giving an advice. The sentence pronounced with normal intonation.

Example:

Do not be panic.
Do not eat too much.

c. Giving Warning

It used for giving a warning or prohibition. Usually to warn someone of danger and then uses an exclamation mark at the end. It also usually mentions the result if we do not aware about the warning.

Example:

Watch out!
Do not step over the line!

d. Giving Instruction

It used for giving an instruction or information to other people. Usually do not use exclamation mark at the end.

Example:

Go ahead and then turn left.
Take a pill after the meal.

e. Giving Request

It is used in order submit a request. It usually can be used the word “please” to make the politeness. Example:

Let me alone
Please, don't go
Will you invite him, please?

2.3.2 User Manual

In this era, technological products are not only quality products of local brands, but also many of the international brand names. In order to distribute their product, they have to explain the consumers how to use the product. One of that way is by giving the consumers with the user manual.

According to Oxford Dictionary (2003:815), “user manual is a book that tells us how to do or operate something, especially one that comes with a machine, etc. when we buy it”. It means, if we buy such as television or other electronic device, we will get a book of the user manual to make it easy for us to use the electronic device. User manual is a document created by the manufacturer of the device that provides detailed installation and operation instructions. If there is no user guide, many consumers will be confused to use electronic devices, especially international electronic devices. In addition, the user manual will help the consumer to understand how the product works, the advice and the warning on the product.

2.3.3 Definition of Translation

Newmark says “translation is rendering the meaning of a text into another language in the way that the author intended the text”. So the text or the message and the meaning from source language should be same with the target language (1988:5). While Nida said “translation consist of reproducing in the receptor language the closest natural equivalent of the source language message, first in terms of meaning and secondly in terms of style (1969:12). Both of them have a similar point about translation. Generally, translation is known as the process of transferring the meaning from one language to another language. It can be added or deleted some words but the important

thing is the meaning has not changed. In translation, the meaning is being transferred must be constant because meaning is a central part of translation activity and only the form could be changed.

The original form of the text is called the source language (SL) and the form changed is called the target language (TL) or the receptor language (RL). Generally, translation is an important skill in language learning and basically, translation is a change of form from the source language (SL) into the target language (TL) without changing the meaning and the sense of the source language (SL). Translation can be simply defined as transferring the message from the source language (SL) into the target language (TL), both in terms of meaning and style. So the ideal translation should make sense and be easily understood by the target readers.

2.3.4 Kinds of Translation

There are two kinds of translation according to Larson (1984:14), they are:

1. Literal Translation (Word-For-Word Translation)

Translation is known as form-based translation. It is a kind of translation that emphasizes on the form. It changes the form of the source language into the target language. It does not deliver all of the messages contained in the source language, because this kind of translation only focuses on form. This kind of translation forces the forms and lexical choice of the source language into the target language. A literal translation has little communicative value, since the translator translates the source text literally. For example, a literal English translation of the German word

Kindergarten would be garden of children, but in English the expression refer to the school year between pre-school and first grade.

2. Idiomatic Translation

Idiomatic translation is also known as meaning-based translation. It gives emphasis on meaning. It uses the natural form of the source language to communicate the entire message contained in the source language, both in grammar and the choice of lexical items.

In this type, the emphasis on translation falls on sustaining the meaning and accomplishing an excellent adjustment to idiomatic forms of the target language. The best translation that the translator can conduct will be the idiomatic translation as what Larson (1984:17) stated, “An idiomatic translation reproduces the meaning of the source language that is, the meaning intended by the original communication, in the natural form of the target language”.

2.3.5 Translation Procedures

There are some translation procedures proposed by Newmark (1988:46-93):

1. Literal translation

Literal translation is word for word translation, in which SL grammatical constructions are converted to their nearest TL equivalent, but the lexical words are again translated singly out of context. (Newmark: 1988:46). For Example:

SL: Reading a book (English)
TL: *Membaca sebuah buku* (Indonesian)

The example above shows that the translator uses a word for word translation, the translator translates reading a book based on the word order. The word reading is translated into *membaca*, the word “a” is translated into *sebuah*, and the word book is translated into *buku*. There was no change between SL and TL in grammatical order.

2. Transference

Transference (emprunt, loanword, transcription) is the process of transferring a SL word to a TL text as a translation technique (Newmark, 1988:81). For example:

SL: software (English)
TL: *software* (Indonesian)

In this case, software are borrowed purely into the target language. The translator puts it, from the source language and takes it directly into the target language without adding or deleting some information.

3. Naturalization

This technique succeeds transference and adapts the SL word first to the normal pronunciation, then to the normal morphology (word-forms) (Newmark, 1988:82). For example:

SL: computer (English)
TL: *komputer* (Indonesian)

In this case, the word computer in the SL is translated into *komputer* in the TL. The translator changes the pronunciation of the SL by adapting it into the TL.

4. Cultural Equivalent

This technique is an approximate translation where a SL cultural word is translated by a TL cultural word (Newmark, 1988:82). The replacement of a cultural lexical item with a target language item may not be the same referential meaning, but it's likely to have a similar impact in the target language. For example:

SL: Supermarket (English)
TL: *Pasar Swalayan* (Indonesian)

In this case the translator changes the cultural word of Supermarket in the SL into *Pasar Swalayan* in the TL. The translator translates Supermarket into *Pasar Swalayan* in the TL cultural phrase because they have the same characteristics and functions.

5. Functional Equivalent

This common technique applied to cultural words, requires the use of a culture free word, sometimes with a new specific term. A similar technique is used when a SL technical word has no TL equivalent (Newmark, 1988:83). For example:

SL: Telemarketing
TL: *Pemasaran melalui telepon*

In this example, the translator combines the word tele and marketing and connotes the function of the telephone. Telemarketing is marketing activities of product and service by telephone or fax.

6. Descriptive Equivalent

In translation, description sometimes has to be weighed against function. It is quite similar to the functional equivalent; the difference is that

the descriptive equivalent does not describe the function of the SL word (Newmark, 1988:83).

SL: *Panettone*

TL: Italian traditional cake that is served for the new year's celebration

From the example above, the translator translates the word *panettone* by describing the elements of the word. In this case, the translator describes that the word is categorized as one of the Italian traditional food and people consume it on New Year.

7. Synonymy

The translator uses the word synonymy in the sense of a near TL equivalent of an SL word in the context. This technique is used for a SL word where there is no clear to one equivalent and the word is not important in the text, in particular, for adjective or adverb of quality (Newmark, 1988:84). For example:

SL: Pili or Fimbriae are appendages on the cell wall

TL: *Pili atau Fimbriae merupakan rambut halus pada dinding sel.*

In this case, the translator translates the word appendages into *rambut halus* in the TL. Here, the translator finds the synonymy of the SL word which has equivalent nearly to the SL word in the context.

8. Through-Translation

It is the literal of common collocations, names of organization, the component of compounds and perhaps phrases that are known as a calque or loan translation (Newmark, 1988:84). For example:

SL: DNA (deoxyribonucleic acid)

TL: DNA (*asam deoksiribonukleat*)

In this case, the genetically term is translated as loan translation. The translator only adopts the SL word into the TL by changing the pronunciation of the SL into the TL.

9. Shift or Transpositions

In application of translation techniques, Newmark divides into 4 types of shift or transpositions (Newmark, 1988:85).

The first type is in the changing form singular into plural form or in the position of the adjective. For example, the singular form in English furniture is changed into plural form in French *des meubles*. Then, the position of the adjective in French *la maison blanche* is changed in English into the white house. The second type of shift is required when a SL grammatical structure does not exist in the TL. For example, *L'interessante e che* in French is translated into What is the interesting is that in English. Here, the French grammatical structure does not exist in English grammatical structure. Therefore, the translator changes the SL by adapting the French grammatical into English grammatical structure. The third type of shift is the one where literal translation is grammatically possible but may not accord with natural usage in the TL. For example, the word *est aust prises* in French are changed into involves in English. Here, the SL is a verb group and then it is changed into a verb in the TL. And the last type of shift or transposition is the replacement of a virtual lexical gap by a grammatical structure. For example, *il atteint le total* in French is changed into it totals in English.

10. Modulation

Modulation is a variation of the form of the message, obtained by a change in the point of view. This change can be justified when, although a literal or even transposed, translation result in a grammatically correct utterance, it is considered unsuitable, unidiomatic or awkward in the TL. They distinguish into two types of modulation (Vinay and Darbelnet in Venuti, 2000:89). They are fixed and free modulation. For example, the SL it is not complicated to understand is translated into *hal ini mudah dimengerti* in the TL. In this case, word not complicated is changed into *mudah*. The idea of words is similar. The translator only changes the point of view by changing negative form into positive form.

In the application of this translation technique, Newmark finds second modulation procedure according to Vinay and Darbelnet's, 'part for the whole', is rather misleadingly described; it consists of what I can familiar alternatives. The other cases in the changing of point of view. They are; abstract for concrete, cause for effect, one part for another, reversal for terms, active for passive, space for time, intervals and limits, change of symbols and antonym (1988:90). For example:

SL: He **seduces** me.
TL: Saya **digoda** oleh dia.

In this case, there is a change from active voice in the source language into a passive voice in the target language. The word hits in English is an active voice while the translator change it into *digoda* in Indonesian as a passive voice.

11. Recognized Translation

This technique is normally used the official or the generally accepted translation of any institution term (Newmark, 1988:89). For example, the French institution term *Rechtsstaat* is translated into a Constitutional State in English.

12. Translation Label

This technique is a provisional translation, usually of a new institutional term, which should be made in inverted commas, which can later be discreetly withdrawn (Newmark, 1988:90). For example, the term in the English heritage language is translated into *langue d'heritage* in French.

13. Compensation

This technique happens when the loss of meaning, sound-effect, metaphor or pragmatic effect in one part of a sentence is compensated in another parts, or in a contiguous sentence (Newmark, 1988:90).

14. Componential Analysis

This technique is the splitting up of a lexical unit into its sense components, often one-to-two, three or four translations (Newmark, 1988:90).

For example:

SL: Jim like playing football since he was a boy

TL: *Jim suka bermain sepakbola ketika dia masih seorang anak laki-laki muda*

In this case, the translator translates the word boy into *anak laki-laki muda* in target language. Here, the translator make a componential analysis

by giving component *+anak*, *+laki-laki*, and *+muda* to the corresponding target language word in order to produce a closer approximation of meaning.

15. Reduction and Expansion

Reduction is omission of information considered to be unnecessary, of little importance, or unlike to make sense to the target-language reader. Whereas expansion is to use more words in the TL in order to re-express an idea or to reinforce the sense of a TL word because his correspondence in the TL cannot be expressed as concisely (Newmark, 1988:90). For example:

SL: Tommy drives **a** car
TL: *Tommy mengendarai mobil*

Here, the translator does not translate the particle “a” in the SL into the TL. Deleting of particle a does not change the meaning of the sentence.

On the adding of information:

SL: What you have been doing up, until two days ago?
TL: *Apa yang kau lakukan **selama ini** sampai dua hari yang lalu?*

In this case, the translator translates what you have been doing up, until three days ago? into *apa yang kau lakukan selama ini sampai dua hari yang lalu?* in the TL. Here, the translator adds *selama ini* in order the TL reader gets the intensions of the SL sentence

16. Paraphrase

This technique is an amplification or explanation of the meaning of a segment of the text. It uses anonymous text when it has important implications and omissions (Newmark, 1988:90).

For example:

SL: What is in a name?

TL: *Apalah arti sebuah nama?*

In this case, the translator translates the English expression what is in a name? into *apalah arti sebuah nama* in Indonesian. Here, the translator keeps the meaning of SL expression then translates it into SL expression by paraphrasing.

17. Couplets

This technique is used by combining two techniques for dealing with a single problem. They are particularly common for cultural word (Newmark, 1988:91). For example:

SL: Fungus with septa is called septate hypha and fungus without septa is called aseptate (coenocytic hypha).

TL: Jamur yang memiliki hifa bersekat disebut hifa septet, sedangkan yang tidak bersepta disebut aseptat (hifa senositik)

Here, there are two techniques translation used by translators. The translator combines the naturalization technique in translating hypha into hifa and transposition technique in translating coenocytic hypha into *hifa senositik*.

18. Notes, Addition, Glosses

This technique is not used when the translator supplies a brief explanation by giving additional information within the text at the bottom of the page, at the end of the chapter or glossary at the end of the book (Newmark, 1988:91). For example, the English note Debrecen > the city of Debrecen in West Hungaria is translated into Indonesian becomes Debrecen > *kota Debrecen, disebelah barat Hungaria*.