

# CHAPTER 1

## INTRODUCTION

### 1.1 Background of the Problem

Translating is a way of transferring the message or meaning from Source Language (SL) to Target Language (TL) with the logical equivalent word. To get a good translation, the translator must have good knowledge about both of source language and target language, therefore the implicit meanings from source language can be equivalently transferred to target language. The knowledge includes languages of both countries, how the countries in both languages use the language, and the culture of source and target language.

Meaning is what really matters in translation. The translator has to keep the meanings from Source Language and transfer them to Target Language. It is allowed to change the form (*langue*) as long as the meaning is kept because meaning is what the translator has to focus on.

In translating, the translator may face some difficulties or obstacles in delivering the meaning as equivalent as the one in source language. Some of those obstacles of translating are about the differences of the following three aspects. They are: language structure, social culture, and religion culture. If the translator lacks of knowledge in finding the solution for those obstacles properly, the implicit meanings from source language will not transferred perfectly to target language. This can cause an error and bad translation.

Error in translation comes in many possibilities. The error usually comes when the translator decides to use the original form of language (**borrowing technique**) and leaves it un-translated. This is never acceptable. Therefore, it is claimed as a bad decision in translating as it abandons the main purpose of translating. This decision leaves the reader struggling for context.

Based on the explanation above, the writer chooses to use idiomatic technique because it is the basic problem of cultural background differences. The diction, the term, the proverb shall be translated perfectly to the target text. That way the reader will understand and they also gain new knowledge of the idioms from different country.

The idioms can be referred to as a bridging of two or more words and creating different meanings if the word stands alone. The way words are combined into idioms is often illogical and not grammatically correct. Idioms can have many structures. Some are very short, and some are very long, for example: a dark horse, forty winks, cold war, to cut one's coat according to one's cloth.

Idioms can have a regular and irregular structure and even in a form that is structurally and grammatically wrong. For example, the idiom "I am good friends with him" is structurally and grammatically illogical because I is a single pronoun but not written/said "I am a good friend with him" (note friend and friends). Native speakers do not realize this as a mistake, but that sentence in a sense remain true and clear in meaning.

There are also idioms that have a regular form (structurally and grammatically correct) but have no clear meaning. For example, the idiom "to have a bee in one's bonnet" (bee = bee and bonnet is a hood). Those who are not native speaker know that the idiom has the right grammar, but the meaning can be very confusing. What is the meaning of having a bee in a hood? This idiom means talking about something continuously because someone thinks that it is important. "He never stops talking about boxing-he's got a bee in his bonnet about it."

Other idiom is a good idiom in grammar and has an irregular meaning, for example; the idiom "to be at large" consists of (preposition) + preposition (adjective) + adjective but no noun. The idiom looks and sounds weird when spoken or written. Another example of a similar idiom like this is "to be in the swim", "to go through thick and thin". People who are not native speakers will be very difficult to understand this if someone pronounces it in a real conversation. Therefore, it takes time to understand the idiom and gain as much experience as possible with the idioms. In addition, no less important thing in studying idioms is knowing when and where an idiom can be properly used. This is certainly very varied and is a difficulty for someone who translates it. We must understand the appropriate situations, the correct form and choice of idioms for the situation. There are idioms that can be used in formal situations as well as in an informal atmosphere. Therefore, the selection of idioms should be based on the person whom we are talking to and the situation. For example, when we come late to a friend's house,

we can say “Sorry I'm late, but got badly held up.” But if it comes to a formal and late meeting, we cannot use the same idiom. We can say “I do apologize for being late. I'm afraid my train was delayed.”

*Why Men Love Bitches* is a book about a woman's guide to hold her own control in a relationship. It is written by American writer, Sherry Argov, based on her research in America. According to Wikipedia, she authored the number one international bestsellers *Why Men Love Bitches* and *Why Men Marry Bitches*. Her books are voted "One of the Ten Most Iconic Books of the Past Ten Years" and "America's Top Relationship Guide". The author's writings are published in over 100 magazines, including *People*, *Cosmopolitan*, *Vanity Fair*, *Self*, *Glamour*. She has also appeared on various television programs including Fox News Channel, MSNBC, and The Today Show. *Why Men Love Bitches* is adapted into a first class theater production in Latin America, and for several years the play becomes one of the most successful theater played of all time, breaking box office records and tops Billboard charts. Argov's books have been translated into over thirty languages and rank number one internationally in several languages.

In this research, the writer is going to translate this book by using techniques of translation (mostly with communicative and idiomatic techniques). There are many words that cannot be translated in usual way because of the cultural context. Those uncommon words will be disadvantageous if the writer translates something without giving solution. That is why the writer will ask an experienced translator opinion. If it is necessary, the writer will contact the author of the book itself, so the writer can translate it properly. The analysis will be presented in annotated translation “*terjemahan beranotasi*” which is based on the theory of translation.

## **1.2 Identification of Problems**

Based on the background above, I identify the idioms of cultural background between two countries as the problem of this research. I assume that the idioms will cause semantic errors without annotated translation.

### **1.3 Limitation of the Problem**

To make the research more directional and focused, the writer limits the problem into the terms that cause semantics errors in the book *Why Men Love Bitches*. Semantic errors can also cause a bad translation. Therefore, the writer will also give the solution from her point of view that will be presented in annotated translation that might prevent semantic errors.

### **1.4 Formulation of the Problems**

Based on the problem which have been identified, the writer formulates the matters as follow:

1. What are word, phrase, clause, and sentence that can cause semantics errors in the book *Why Men Love Bitches*?
2. How could annotated translation with communicative, idiomatic and other techniques prevent semantic errors?

### **1.5 Objective of the Research**

Based on the formulation of the problems, the writer conducts this research for the aims as follow:

1. To analyze word, phrase, clause, and sentence that can cause semantic errors in *Why Men Love Bitches* book.
2. To make a good and right annotated translation with communicative, idiomatic, and other techniques of translation.

### **1.6 Methods of the Research**

In this research, the writer uses qualitative method to make an annotated translation from the book. Translation is one of the subjects that most often uses the translator opinions of her own. Therefore, the writer chooses the qualitative method because the method is more appropriate to rely on the opinion of the researcher itself. To do the research, the writer uses the following steps: reading and comprehending *Why men love bitches* book, finding and marking potential annotated words, classifying the data based on the problems, analyzing the data and translating the words to get the equivalent meaning.

## 1.7 Benefits of the Research

The writer conducts this research in order to get beneficial to produce a good and right translation for the readers, so they can comprehend the book without confusion and misunderstanding.

## 1.8 Systematic Organization of the Research

This writing of research uses paper organization. The writer organizes it into four chapters.

### CHAPTER 1 : INTRODUCTION

In this chapter, the writer explains about the background, identification of the problems, limitation of the problems, statement of the problems, aims of the research, framework of the theory, methods of the research, and benefits of the research about the analysis of Cultural Adaptation Technique in Sherry Argov's book *Why men Love Bitches: An Annotated Translation*.

### CHAPTER 2 : FRAMEWORK OF THE THEORIES

This chapter consists of the theories of translation, audience design and need analysis, the methods and techniques of translation that will support the research.

### CHAPTER 3 : AN ENGLISH-INDONESIAN ANNOTATED TRANSLATION IN SHERRY ARGOV'S BOOK 'WHY MEN LOVE BITCHES

In this chapter, the writer examines and translates the data in order to answer the research questions. The writer examines the data that can be translated by using techniques of translation and makes it as an annotated translation.

## CHAPTER 4 : CONCLUSION

In this chapter, the writer concludes the research to complete the study.

