CHAPTER 1
INTRODUCTION

1.1   Background of Research

It has been known that quality of book will depend on the quality of its translation. If the translation is good, the quality of book will also be good. Benny Hoed says in his book *Penerjemahan dan Kebudayaan* that the most difficult barrier for the translator is to find the equal message. Even when the translator can find the equal message, the readers have misinterpretation on the message differently.

Translation is very important in daily activity. Good translation is something that is always needed in order to translate book or novel. People will get interested on the book if the translation is good. Without good translation, something that is translated may bring wrong message. One of criterion of good translation is the equivalent of the message between source language (SL) and target language (TL). It is one of the translator's goals to reach the equivalent message of two different languages.

Translation is not only about translating sentence, but also transferring the message or idea from one language to other. The translator has to translate the text from SL to TL with the same message, thought, idea, or even emotion. Analogically, every translator has to deliver message from A to A, B to B, C to C, and etc. Sometimes, in order to find the equivalent message, the translator has to use more than one techniques. The equivalent message is important, because it is used to avoid wrong interpretation by the readers. Wrong interpretation will lead the readers to get wrong meaning that is different from what the author wants to deliver. The translator, as the bridge between the author and the readers, has to deliver message in order to make the readers get the same interpretation as the author's.

In translation, pragmatics is very important. It is because pragmatics always relates with the context, so does the translation. Pragmatics is needed in translation, because if the translator does not consider about pragmatics aspect, he or she cannot create proper translation from SL to TL. The translator has to pay attention to the

context in SL and TL. Therefore, pragmatics is something that cannot be separated from translation.

Pragmatic failure is caused by non-equivalence in translation's process. When the translator translates the text, sometimes he or she does mistakes, and those mistakes will cause misunderstanding. The misunderstanding is the result when the readers get wrong interpretation through the text. The message in SL and the one in TL are not equivalent. What the author wants to deliver is not conveyed by the translator.

Fangirl is one of Rowell's novels. Many people have high expectation that *Fangirl* is other good novel of Rowell, because she is one of popular authors. *Fangirl* has become popular as soon as this novel was published in 2013. It gets 5 stars from https://www.commonsensemedia.org/book-reviews/fangirl (last accessed: October 8th, 2017) and 4,1 stars from https://www.goodreads.com/book/show/16068905-fangirl (last accessed: October 8th, 2017). It gets many positive comments from the readers; this novel is good and also inspiring. That is why *Fangirl* becomes bestseller novel in New York.

Fangirl novel has been translated into other languages including *Bahasa Indonesia*. The *Bahasa Indonesia* version of *Fangirl* is translated by Wisnu Wardhana and has been published by Spring Publisher. Unfortunately, the translated novel is not succeed like the original one. The writer reads English version of *Fangirl* and its translation. The writer finds that there are many cases of pragmatic failures found in the translated *Fangirl* novel.

1.2 Identification of Problem

Pragmatic failure happens many times in translation process. Pragmatic failure is caused by non-equivalence, and it can make the message not equivalent between SL and TL. The unequal message can lead the readers to get misunderstanding. The readers will get different idea from SL. They also may not get the right message that they are supposed to get. The failures are also different from the context in SL. Based on the background above, this research identifies that *Fangirl* novel has many unequal messages. Based on the identification problem

above, this research has assumption that unequal message in *Bahasa Indonesia* version of *Fangirl* is caused by pragmatic failure that leads to non-equivalence.

1.3   Limitation of Problem

This research will be conducted for about 4 months. This research focuses on non-equivalence messages caused by pragmatic failures. This research also focuses on the translation of *Fangirl* which is different from the context in SL. The source of data will be taken from two novels of *Fangirl*; English and *Bahasa Indonesia* version. The English version is written by Rainbow Rowell, and the title is *Fangirl* which was published by St. Martin's Press in 2013 in United State. The second source is *Bahasa Indonesia* version of *Fangirl* which is translated by Wisnu Wardhana and published by Spring Publisher in 2014. The data is analyzed based on failure which the researcher finds in the *Bahasa Indonesia* version of the *Fangirl*.

1.4   Formulation of Problem

According to the background that has been explained, this research is conducted to find the answer of the following questions:

1. What are the non-equivalence messages found in the *Bahasa Indonesia* version of *Fangirl* caused by pragmatic failures?
2. What are the types of pragmatic failures that occur in *Fangirl*?
3. What are the pragmatic failures supposed to be translated?

1.5   Objective of Problem

This research has several objectives to make it is focused. The research objectives are as follow:

1. To find out what the non-equivalence messages found in the *Bahasa Indonesia* version of *Fangirl* caused by pragmatic failures are.
2. To find out what the types of pragmatic failures that occur in *Bahasa Indonesia* version of *Fangirl* are.
3. To find out what the pragmatic failures supposed to be translated are.

1.6   Method of Research

This research is conducted through qualitative approach. Based on Ross (1999), qualitative approach is based on a "world view" which is holistic and has the following beliefs; 1) there is not a single reality; 2) reality based upon perceptions that are different for each person and change over time; 3) what we know has meaning only within a given situation of context. Myers (1997) says qualitative research methods are developed in the social sciences to enable researchers to study social and cultural phenomena. This means that the goal of qualitative method is to get deeper analysis or understanding about something. The first thing that the researcher has to do when he or she uses qualitative method is collecting data. After collecting it, this research uses descriptive analysis which involves the interpretation and description of the data.

1.7   Benefit of Research

Based on the methods of the research above, this study is expected to be beneficial for those who are interested in translation, especially for those who want to get deeper knowledge about pragmatic failure. This study is expected to be useful, because it is done through a new perspective by applying the concepts of pragmatic through English and *Bahasa Indonesia* version of the novel. It is shown as something new and uncovered for the next study. This study is also expected to create new version of the translated *Fangirl* novel which has no pragmatic failures.

1.8   Systematic Organization of the Research

Paper organization is used for this research. The paper organization is explained as follow:

CHAPTER 1 : INTRODUCTION

Chapter one explains about the background of the research, identification of problem, limitation of problem, formulation of problem, objective of problem, method of research, benefit of research and systematic organization of the research.

CHAPTER 2 : FRAMEWORK OF THE THEORIES

Chapter two explains some theories of translation such as methods of translation, procedures of translation, techniques of translation, equivalence and non-equivalence. There are also theories about pragmatics such as pragmcatis in translation, pragmatic failure, speech act, and deixis. Those mentioned theories will support this research.

CHAPTER 3 : PRAGMATIC FAILURE IN TRANSLATION INTO *BAHASA INDONESIA* OF RAINBOW ROWELL'S *FANGIRL* NOVEL.

Chapter three examines the data in order to answer the formulation of problem mentioned in chapter one. The analysis will be examined through theories mentioned in chapter two.

CHAPTER 4 : CONCLUSION

Chapter four concludes the analysis of this research and also gives suggestion.