CHAPTER I
INTRODUCTION

This chapter introduces the background of study, statement of problem, purpose of study, significance of study, scope and limitation, and definition of key terms.

1.1 Background of Study

Language helps people to express their feeling, excitement, pleasure, or anger. It plays an essential role for people to communicate. Communication is used and spoken by members of particular society is called as language (Wardhaugh, 2006). People might come from different country with various kind of languages and need translation of the intended language to get the same point of understanding in communicating whether in oral or written forms. In Indonesia, besides using mother tongue and national language, English and other languages are also used in communicating because of its important role in every aspect of everyday life such as reading a book, watching movie, communication with foreigner, etc. and it needs translation to understand the prospective meaning. By these facts, translation is a medium in connecting people from different languages and cultures.

Translation is considered, as one ought to be able to say or write something as well in one language as in another (Newmark in Budianto and Fardhani, 2010). It means that translation makes a person is able to understand something from different language. This concept is supported by Pope (2002) who says that
translation is the realizing of meanings and effects in one language (source language) that correspond in some way to the meanings and effects realized in other language (target language). Translation might be defined as a presentation of a text in another language in which it was originally written.

The need of translation arouses when a person wants to understand the contents of a document written or the language spoken in a language they do not know (source language) (Finlay in Budianto and Fardhani, 2010), such as literatures, sciences and engineering that mostly written in English. Translation connects two different cultures by conversing of linguistic system from two different languages. Thus, a translation product should make the reader of target language (TL) experience the same impression as if they were reading.

Translator often faces the difficulties in translating the cultural words, as they might not exist in her or his culture so it has been hard to convey national and historic terminologist. According to Finlay (in Budianto and Fardhani, 2010), this is the challenge on how translator translates the source language to the target language without omitting nothing and adding nothing but still able to reproduce the full sense of the original one.

Most cultural words are easy to detect, since they are associated with a particular language and cannot be literally translated (Newmark, 1988). In discussing culture and language, both of them cannot be separated since they have a strong relationship. In a specific culture, there are words which may convey the identity and cultural background of native-speaking community called realia.
Florin (1993) states that realia are words and combination of words denoting objects and concepts, which are characteristic of way of life, social, culture and historical development of one nation and alien to another. Realia is important because there are some possibilities which occur in the target groups which the writer has dissimilar perspective. Here, translator needs to convey the flavor of local, national characteristic and historic color inherent to the realia by means of native language (Grigor’eva, 2012).

Realia itself has six types according to Grit (2004), they are historical realia, geographical realia, private institutional realia, public institutional realia, units and socio-cultural realia. This study will only focus on socio-cultural realia, which refers to element from society, for example gudeg (a traditional food from Yogyakarta) that does not exist in other countries.

In a novel, which is also produced in different language, realia needs to be translated in different ways. It should be obvious that in translating a text the translator customs some strategies to make realia acceptable and intelligible by the readers even they have changed the original words but still carrying the equivalent messages. In a previous study conducting by Nurlaily about translating realia she found that, the translator conducts many different strategies in translating realia and mentions the dominant strategy, which is used in translating realia, is maintenance strategy as they kept the words as the way they are.

In relation with all of those explanations, which have elaborated, this study aimed in analyzing the translation strategies of translating socio-cultural realia,
also mentioning the reasons using that translation strategy for translating socio-cultural realia in a novel entitled *Crazy Rich Asians* by Kevin Kwan that translated into Bahasa Indonesia by Cindy Kristanto. The researcher is interested to investigate socio-cultural realia in this novel because of some considerations. First, the author intends to introduce a contemporary Asia to a North American audience, which there so many social and cultural words mentioned. Second, this novel includes two or more very different cultures, life styles and social classes, it gives many information about the culture and way of life of Chinese – America descent. The last is, Romantic times, this novel also makes the reader imagining even experiencing the sense of romantic between person who is wealthy and poor which also seasoned with stories or funny behavior. Therefore, it tends to find out the socio-cultural realia in *Crazy Rich Asians* novel by Kevin Kwan, the translation strategies used and the purposes using that translation strategy used by Cindy Kristanto to translate socio-cultural realia into Bahasa Indonesia is the purpose of this study.

1.2 Statement of Problem

Based on the background of study above, the research problems are formulated as follows:

1. What are the socio-cultural realia found in *Crazy Rich Asians* novel by Kevin Kwan translated into Bahasa Indonesia by Cindy Kristanto?
2. What the strategies are used in translating socio-cultural realia into Bahasa Indonesia found in Crazy Rich Asians novel by Kevin Kwan translated into Bahasa Indonesia by Cindy Kristanto?

3. What are the purposes of using that translating strategies in translating socio-cultural realia into Bahasa Indonesia in Crazy Rich Asians novel by Kevin Kwan translated into Bahasa Indonesia by Cindy Kristanto?

1.3 Purpose of Study

In accordance with the formulation of the problems stated above, this study has following purposes:

1. To discover socio-cultural realia that found in Crazy Rich Asians novel by Kevin Kwan translated into Bahasa Indonesia by Cindy Kristanto.

2. To elaborate the strategies of translating socio-cultural realia found in Crazy Rich Asians novel by Kevin Kwan translated into Bahasa Indonesia by Cindy Kristanto.

3. To analyze the purpose of using strategies of translating socio-cultural realia found in Crazy Rich Asians novel by Kevin Kwan translated into Bahasa Indonesia by Cindy Kristanto.

1.4 Significance of Study

The result of study is expected to give significant contribution to these following people:
1. For lecturers, this study can be a useful source and empirical data in teaching translation about realia, especially socio-cultural realia, its translation strategies and the reasons using those translation strategies.

2. For students, this study is expected to increase and develop their knowledge about the translation of realia, especially socio-cultural realia. Later, the results of this study are able to provide widely insight and help them to comprehend the realia’s translation strategies.

3. For the next researcher, this study could be a valuable reference to conduct further research related to realia, especially socio-cultural realia, in a more detailed discussion or from different point of view.

1.5 Scope and Limitation

Based on the statement of problems above, this study only focuses on analyzing the socio-cultural realia, the strategies in translating socio-cultural realia and the purposes using those translation strategies in novel by Kevin Kwan entitled Crazy Rich Asians as the source text and the translation product that translated into Bahasa Indonesia by Cindy Kristanto as target text. The limitation of this study is socio-cultural realia translation.

1.6 Definition of Key Terms

The definition of key terms is used to avoid misunderstanding between the researcher and the readers. They are as follows:
1. Translation is a craft consisting in the attempt to replace a written message and/or statement in one language by the same message and/or statement in another language (Newmark in Budianto and Fardhani, 2010).

2. Realia is cultural-specific words or terminologist, which focuses on phenomena or categorical concepts that are specific in one culture or country (Grit, 2004).

3. Socio-cultural realia is the type of realia that refers to element from society and local culture, like gudeg (a traditional food from Yogyakarta) (Grit, 2004).

4. Translation strategy for realia is procedures, which explain about how some translation problems confronted by translator in translating realia are solved (Grit, 2004).

5. Crazy Rich Asians novel is a first novel by Kevin Kwan that tells about the romantic life between two different cultures and social classes. This novel is available in English version as the source text and translates to Bahasa Indonesia by Cindy Kristanto as the target text.