

## CHAPTER I

### INTRODUCTION

This chapter presents about research context, research focus, research objective, significance of research, definition of key terms, and previous study.

#### A. Research Context

Each countries in this world have a main language and sometimes in one country has different language because this country has a variety of cultures and ethnic groups. And this language difference will make the naming of something different too where this will make people from other countries or regions feel confused because they do not know or understand the intended meaning or context from that “other languages”. Therefore, the term translation appeared to help solve the problem of understanding language from each countries or regions. According to Eugene Nida and Charles Taber’s book entitled “The Theory and Practice of Translation”, Translating is process of reproducing in receptor language the closest natural equivalent of the source-language message, first in term of meaning and second in term of style.<sup>1</sup> The term “equivalent” is more targeting to meaning rather than style.<sup>2</sup> That means equivalent is a language that has the same meaning or same context from other languages even if the alphabet or the symbol is different.

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<sup>1</sup> Eugene Albert Nida, Charles R. Taber, and Eugene A. Nida, "*The Theory and Practice of Translation*", (Leiden: Brill, 1982), 12.

<sup>2</sup> Adventina Putranti, “MODULATION: A TRANSLATION METHOD TO OBTAIN NATURALNESS IN TARGET LANGUAGE TEXTS”, *Journal of Language and Literature* 18, no. 1 (April 1, 2018): 98, <https://doi.org/10.24071/joll.2018.180112>.

Indonesia as a maritime that most of its territory is oceans of course will make Indonesia have great potential in economy.<sup>3</sup> One of the economic sectors that has become an advantage for Indonesia as a maritime country is the fishery sector. This fishery resource spread to all islands in Indonesia, one of those islands is Madura. The Madura fisheries sector contributes to producing marine products, common marine products in Madura are anchovies, shrimp, crabs, and tuna. The target marketing from this sector not only from domestic market, but also to foreign countries through export-import. Anchovy is one of the Madura sea products which has a higher quantity than shrimp, crab, and tuna because of their relatively fast reproduction.

Firstly, previous study was written by Dohun Kim on his article entitled “Dynamic Equivalence: Nida’s Perspective and Beyond”. In this research, Dohun Kim analyzes Nida's Dynamic Equivalence theory. Dohun Kim suggested that the use of Nida's semantic categories (O, E, A, R : Object (O) refers to things or entities which normally participate in events; Event (E) refers to actions, processes, and happenings; Abstract (A) refers to expressions which have as their only referents the qualities, quantities, and degrees of objects, events, and the abstracts; and Relation (R) refers to connecting words)<sup>4</sup> in the translation analysis stage could be replaced by the functional deep structure, because the deep structure

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<sup>3</sup> Nanda Alifia Putri, Raden Isma Anggraini, and Mohammad Syamsul Maarif, “Performance Optimization of Anchovy Fish Processing Industry Cluster Through Value Chain Analysis on Pulau Pasaran.” (Business Innovation and Engineering Conference 2020 (BIEC 2020), Bogor, Indonesia, 2021), 132, <https://doi.org/10.2991/aebmr.k.210727.024>.

<sup>4</sup> Dohun Kim, “Dynamic Equivalence: Nida’s Perspective and Beyond,” n.d., 66.

analysis guarantees a finer classification. And then according to Dohun Kim, translators must be able to replace professional style analysts and stylists who appear in the Nida model. Translators must be equipped with creative writing and editing skills. From this research, the researcher will not only use translating style by Nida, but also will use creativity in translating kinds of anchovy.

Secondly, previous study was written by Despoina Panou with the title of study “Equivalence in Translation Theories: A Critical Evaluation”. It is concluded that the usefulness or not of the concept of equivalence to the translation process varies according to the stance of the translators concerned on what they regard are the virtues of equivalence itself. From this research, Despoina Panou found that many translation theories are based on two opposite ways of translation. For example Nida distinguishes between formal and dynamic equivalence, Newmark between semantic and communicative translation, Catford between formal correspondence and textual equivalence, House between overt and covert translation and Pym between natural and directional equivalence.<sup>5</sup> But despite the weakness above, it is necessary to emphasize that equivalence remains one of the important definitive axes in translation as it serves as a reminder of the main problems that translators face during the translation process. This research will a reminder to still use equivalent in translating name kind of anchovy.

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<sup>5</sup> Despoina Panou, “Equivalence in Translation Theories: A Critical Evaluation,” *Theory and Practice in Language Studies* 3, no. 1 (January 1, 2013): 5, <https://doi.org/10.4304/tpls.3.1.1-6>.

And the last previous study was written by Eugene A. Nida from one of his books entitled “Contexts in Translation”. In this book, Nida stated a more useful approach to the study of the diversity of translation theories is to group together variously related theories on the basis of the disciplines that have served as the basic points of reference for some of the primary insights: 1. philology, although often spoken of as “literary criticism” or “literary analysis,” 2. linguistics, and especially sociolinguistics (language used in communication), and 3. socio-semiotics, the study of sign systems used in human communication.<sup>6</sup> From this book, researcher can see that various translation theories have three points of reference, namely philology, linguistics, and socio-semiotics.

This research conducted due to the curiosity of the researcher about what languages they use to naming the products before its get exported to foreign countries. Are they use Soucre Language? Or Target Language? Because usually Indonesian giving name to something accroding to its physical characteristics and if some company naming their products using Indonesian, it will be a problem for foreign countries that import products from Indonesia because of language and culture problems. Then the resercher choose to research about Indonesian anchovy products that will be exported to other countries because there are many kinds of anchovies in Indonesia with specific name, for example, *teri doreng*, *teri padi*, *teri nasi*, *teri ekor merah*, and *teri perut merah*. From those examples it is clear that the naming of anchovy in Indonesia is based on its physical

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<sup>6</sup> Eugene Albert Nida, *Contexts in Translating*, Benjamins Translation Library 41 (Amsterdam: Benjamins, 2001), 109.

characteristics. Meanwhile in other countries, the naming of anchovy is based on the area where the anchovy breeds and spawn, for example, European anchovy, Australian anchovy, Japanese anchovy, and African anchovy. In this research, the researcher hopes that it can help PT. Kelola Mina Laut in the global marketing process of anchovy by using the name of anchovy in Indonesia which has been changed to English. So that the company does not need to use the term "*Chirimen*" (Japanese language) in their export-import process in referring to anchovy originating from Indonesia in English-speaking countries such as Singapore and Australia.

Based on description above, researcher interested in knowing the name kind of anchovy from Indonesian in English by using Eugene Nida's theory. Therefore, the researcher make a research with the title "Analysis in Naming Kind of Anchovy From Indonesian To English According To Translation Theories by Eugene Nida in PT. Kelola Mina Laut (KML) in Lobuk Sumenep".

## **B. Research Focus**

Research focus or problem of study are the educational issues, concern, or controversies which guides the need for the conducted research or study according to John W. Creswell.<sup>7</sup> From this, we can conclude that research problem is the problem that want to be solve, observed, and to research by the researcher.

Based on the context research above, the researcher would like to formulate the question in carrying the study.

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<sup>7</sup> John W. Creswell, *Educational Research: Planning, Conducting, And Evaluating Quantitative And Qualitative Research*, (University of Nebraska-Lincoln: Pearson, 2012), 59.

1. What are the kinds of anchovy in Indonesia?
2. How is the process of translation of anchovy in Indonesian to English by using Eugene Nida's translation theories?

### **C. Research Objectives**

The objectives of research are to add to what is known about phenomenon under the investigation through the application of research methods.<sup>8</sup>

Based on research problem above, the researcher will conducted:

1. To know and explain about the kinds of anchovy in Indonesia.
2. To know and explain about the process of translation of anchovy in Indonesian to English by using Eugene Nida's translation theories.

### **D. Significance of Research**

The researcher expects the study can give some advantages to:

#### 1. Theoretical Significance

The result of the research can be use as reference for people who want to conduct a research in naming something from Indonesian to English or to other languages according to translation theories.

The result of the research also can add the reader knowledge about name kind of anchovies in Indonesia.

#### 2. Practical Significance

Practically, it is expected that this study would be useful for the reader who are interested in doing the same field or research as a

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<sup>8</sup> Syed Muhammad Sajjad Kabir, "Introduction To Research", Basic Guidelines For Research, (July, 2016): 3.

previous study. And also expected to help PT. Kelola Mina Laut on their international marketing of anchovy by using the name of anchovy which has been translated into English.

### **E. Definition of Key Terms**

The use of key term is to avoid misinterpretation and misunderstanding of the reader. There searcher would like to the key terms of the research, there are as follow:

#### 1. Naming

Naming is a process of combining one morpheme with another morpheme based on the syllables of a language.

#### 2. Anchovy

Anchovy is a type of fish whose breeding process is relatively fast and its distribution is wide so it can almost be found in various oceans. Therefore, this fish is often a favorite food ingredient because it has good taste and nutritional content.

#### 3. Translation Theories

Translation theories is a collection of theories in the field of translation put forward by linguists.

#### 4. PT. Kelola Mina Laut (KML)

PT. Kelola Mina Laut is one of the companies engaged in the export-import of marine products.

### **F. Previous Research Studies**

Firstly, previous study was written by Dohun Kim on his article entitled "Dynamic Equivalence: Nida's Perspective and Beyond". In this

research, Dohun Kim analyzes Nida's Dynamic Equivalence theory. Dohun Kim suggested that the use of Nida's semantic categories (O, E, A, R : Object (O) refers to things or entities which normally participate in events; Event (E) refers to actions, processes, and happenings; Abstract (A) refers to expressions which have as their only referents the qualities, quantities, and degrees of objects, events, and the abstracts; and Relation (R) refers to connecting words)<sup>9</sup> in the translation analysis stage could be replaced by the functional deep structure, because the deep structure analysis guarantees a finer classification. And then according to Dohun Kim, translators must be able to replace professional style analysts and stylists who appear in the Nida model. Translators must be equipped with creative writing and editing skills. From this research, the researcher will not only use translating style by Nida, but also will use creativity in translating kinds of anchovy.

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<sup>9</sup> Dohun Kim, "Dynamic Equivalence: Nida's Perspective and Beyond," n.d., 66.



and textual equivalence, House between overt and covert translation and Pym between natural and directional equivalence.<sup>10</sup> But despite the opposites above, it is necessary to emphasize that equivalence remains one of the important definitive axes in translation as it serves as a reminder of the main problems that translators face during the translation process. From this research, researcher will try to use equivalent theories by Nida in translating name kind of anchovy.

And the last previous study was written by Eugene A. Nida from one of his books entitled “Contexts in Translation”. In this book, Nida stated A more useful approach to the study of the diversity of translation theories is to group together variously related theories on the basis of the disciplines that have served as the basic points of reference for some of the primary insights: 1. philology, although often spoken of as “literary criticism” or “literary analysis,” 2. linguistics, and especially sociolinguistics (language used in communication), and 3. Socio-semiotics, the study of sign systems used in human communication.<sup>11</sup> From this book, researcher can see that various translation theories have three points of reference, namely philology, linguistics, and socio-semiotics.

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