CHAPTER I

INTRODUCTION

1.1 Background to The Topic

Nowadays, as the increasing of the number of job seeker which as time goes on is getting higher, the qualification of human resources required by the companies is also getting harder. Many companies apply working experiences as major qualification that should be fulfilled in the recruitment of their employees. Facing that problem, many universities provide job training as credit that should be taken by students so that they will have some preparation and working reference when they have to apply for a job.

According to that case, for applying all skills the writer has, the writer found that Bank Mandiri is an appropriate place to conduct job training since the writer believes and feels optimist that many abilities the writer has could be applied and developed in the field of banking especially in translating and commercial English.

For about a month, the writer did the job training at Bank Mandiri and was assigned to be General Affair assistant and translator in General Affair Unit. In translating texts, it should fulfill two aims of translation which are accuracy and economy. However, to make a good translation which is communicative is not so easy. Especially in translating terms of banking, there will be so many difficulties found during translation process, such as finding equivalent of the terms, understanding the terms formed by words which has no correlation with its

meaning and deciding the most cultural equivalent for some words which have the same meaning .

To make communicative translation, finding cultural equivalent is very important. When we cannot find the proper one, the readers will lose apart of message of the text. In addition, The difference culture between SL and TL also becomes a problem in finding words equivalent. We need to examine the use of the words in TL culture and so that it can be understood and accepted in TL. The use of right word will make the message of the text can be delivered well, and it will make the readers easier to understand the terms which are not familiar in their culture. That's why communicative translation is needed because it is really readership oriented in which it makes the TL readers as the prominent.

According to that case, the writer entitled this report "Communicative Translation of English Terms Used in Field of Banking through Couplet Procedure". This report aims to give an explanation and description about the process to find proper words equivalent of terms of banking to reach communicative translation.

1.2 Scope

This research is generally attempted to analyze the process how to build communicative translation in terms of specific field. More specifically, this research discusses about the process of finding natural and cultural equivalent through couplets procedure in translation. It also examines the influence of culture

and tradition to make sure whether the word equivalent found through couplets procedure can be accepted or not in target language.

1.3 Objectives

This report has some objectives , as in the following ;

1. To report the job training conducted in Bank Mandiri.
2. To describe and explain some English terms used in field of banking.
3. To discuss and analyze the process how to reach communicative translation through couplets procedure.
4. To give meaning of difficult terms of banking for the readers.

1.4 Significant to Knowledge

This research has some purposes theoretically and practically. Theoretically, the readers can learn another procedure which is rarely used in finding appropriate equivalent for specific terms rather than to use common method as a study of translation. The readers also can understand the use, the process and its function in translation. Practically, the readers become easier in finding words equivalent for specific terms and understanding the meaning of the terms.

1.5 The Framework of The Theory

The writer uses the theory of couplets procedure in translation as the grand theory for this research. Newmark (1988 : 81) mentions the difference between

translation methods and translation procedures. He writes “while translation methods relate to whole texts, translation procedures are used for sentences and the smaller units of language". In addition, according to Newmark, couplets is combining two procedures of translation respectively for dealing one single problem. Particularly, couplets is common for cultural words and it combines transference and functional or cultural equivalent. Couplets proposes to get accuracy and nature of words in TL as the aims of communicative translation.

Communicative translation attempts to render the exact contextual meaning of the original in such way that both content and language are readily acceptable and comprehensible to the readership. Larson (1984: 436-7) states that the receptor audience will decode the translation in terms of his own culture and experience, not in terms of the culture and experience of the author and audience of the original document. The translator then must help the receptor audience understand the content and intent of the source document by translating with both cultures in mind. That’s why couplets is very important in finding precise cultural equivalent in which language is tradition of nation so that culture is the main point in translating.

Based on those theories above, the writer took theory of Peter Newmark about couplets in finding words equivalent in TL to analyze the data.

1.6 Research Method

The method used in this research is descriptive comparative. Best (1982:119) states that descriptive method is kinds of method which try to describe

and intreprate the object just as the way it is, and comparative method is used in purpose to compare one phenomenon or variable to another one. In this research, the writer used comparative method to analyze data by comparing them, and the writer explained the analysis of the data by describing them in details using descriptive method till then the writer could make conclusion. The writer chose those methods since the writer believed that those are the most appropriate methods to use in this research which is basically comparing and describing analysis of two languages; English (source language) and Bahasa (target language). The data collected are taken from documents of Bank Mandiri and the official website where the writer did job training.

1.7 Place and Time

The writer did the job training in Bank Mandiri Regional Office VI located at Jl. Soekarno – Hatta No. 486, Bandung. The writer was assigned as General Affair Assistant in General Affair Unit at 4th floor. The writer was asked to do some works as replying bussiness letter, handling administration letter, and sometimes helping another division - Human Capital and Performance & Budgeting Unit to translate textbook and some documents. The writer worked in for about a month, started from 2 to 3 August 2011. The writer started working from 8 am to 4 pm from Monday to Friday.