

## CHAPTER 1

### INTRODUCTION

#### A. Background of The Study

Language can be thought of as a form of communication, because it has essential costs relating to the integrity of a group. Communication can serve as a link between persons of different languages and cultures. Thus, learning a foreign language is useful for studying the culture of other peoples, in particular, literature. According to Fuad, Literature can be used as a means of communicating to convey important messages to the speaker or audience, as well as to entertain and inspire everyone.<sup>1</sup> Literature has also come to play an essential role in people's lives. Furthermore, parts of literature such as film, novel, drama, poem, and

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<sup>1</sup> Fuad Durrotunnisa, *“An Analysis of Education Moral Value in Comic “Virgo and The Sparklings” By Annisa Nisfihani”*(Lampung: The state of Islamic studies Raden Intan Lampung, 2022), P.1

comic or webcomic intended to not only to entertain, but also to educate our and future generations.

To assist those who do not realize foreign language, it is necessary to have a translation in order to understand the message and meaning contained in the literary work. Translating is not just about changing languages to make them easier to hear and read. It is all about how translators deliver text messages. When translating text, the translator should not focus only on word-for-word translation. But it must consider the context, grammatical structure, writing style, and cultural characteristics of the source and target languages. According to Bassnett, the most important aspect of translation is to maintain the structure of SL without changing the structure of TL<sup>2</sup>.

In addition, translation methods must also be mastered by translators in order to generate an appropriate translation. Translation method, according to Molina and Albir as stated by Nafisah, Hartono, and Yuliasri refers to how a specific

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<sup>2</sup> S. Bassnett, *Translation studies*, (Routledge: 2002)

process of translation is carried out in terms of the translator's purpose, which is a global option that influences the entire text.<sup>3</sup> A translation method is a technique employed by a translator to attain the intended result throughout the translation process. Peter Newmark 1988 proposed one of the most well-known translation process theories, which he classified into eight types: word for-word, literal, faithful, semantic, adaptation, free, idiomatic, and communicative translation. The translator's capability to translate, impacts the equivalency in translation he or she creates, both literally and in meaning.

It is indicates that the method used has a big influence on the translation's outcome because the translator's objective and purpose will influence the final output. It is vital to decide which method will be employed while on the process due to it will influence the outcome of the translation. The fact is that, translation has an important role from all aspects, not only in

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<sup>3</sup> L. Molina, & A. H. Albir, *Translation techniques revisited: A dynamic and functionalist approach*. (Meta: Journal des Traducteurs, 2002) 47(4), 498– 512

literature, but also in the world of education, information, politics and even entertainment.

Webtoons and webcomics are two of the newest kinds of entertainment among teenagers and young people nowadays. Webtoon is one of the many literary works that have been translated into numerous languages. webtoon is a digital comics that can be accessed through the website or smartphone application. Jang and Song define Webtoons are digital comics that may be read online via certain websites or applications.<sup>4</sup> With webtoon, readers don't have to buy physical books in bookstores. Webtoons are usually generally in color, rather than black and white like print comics, thus encourages more people to read them. There are many genres in webtoon, such as drama, fantasy, slice-of-slice, horror, to romance. Webtoons not only provide entertainment, but also contain a lot of information about current life. According to

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<sup>4</sup> Jang, W., & Song, J. E. *Webtoon As A New Korean Wave In The Process Of Glocalization*. *Kritika Kultura*, 2017(29), 168–187.

Tiemensma, comic books are a prevalent and influential kind of popular culture media.<sup>5</sup>

The above phenomenon motivates researchers to analyze the translation methods in the webtoon *Girls world* by Morangg. Because the author wants to analyze and classify the translation methods are found in the webtoon, The author wants to conduct a research entitled “An analysis the translation methods in webtoon *Girls world* by Morangg.

## **B. Scopes and Limitations of The Research**

The scope of this research is limited only to find out the translation method used in webtoon “*Girls World*” by Morangg

## **C. Statement of The Problem**

The researcher formulates the problem in this research based on the problem in the background is “What is the translation method used in webtoon “*Girls world*” by Morangg?”

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<sup>5</sup> L. Tiemensma. *Visual literacy: To Comics or Not To Comics? Promoting Literacy Using Comics*. World Library and Information Congress 75th IFLA General Conference and Assembly. 2009. P.1–10.

#### **D. Objectives of The Study**

Based on the statements of the problem, the objectives of this study were to classify the translation methods that exist on the webtoon “Girls World” by Morangg.

#### **E. Significance of The Study**

The findings of this study are expected to be beneficial to researcher and others. The researcher explains the benefits or advantages of the research undertaken by the researcher in this part, which includes both theoretical and practical benefits..

##### **1. Theoretical significance**

This study is intended to provide a good contribution to science in the subject of linguistics through digital comic such as webtoon. digital comic is not only as entertainment media but also can provide interesting information for the readers.

## 2. Practical

Researcher expects that the study's findings will be useful for:

- a. Increase readers' understanding of packaging linguistics through digital comic, specifically webtoons.
- b. Help to advancement literary studies, particularly for individuals interested in literary studies..
- c. Remind readers of the importance of translating a language or text by using several translation methods.

## F. The Previous Research

In this section the writer take a few previous studies as reference that is reviewed to this study.

The first title that is, *An Analysis of Translation Method In Webtoon Egnoid By Archie Redcat*.<sup>6</sup> This research arranged by Nur Rahmah Irianti Nugroho from english education department, Faculty of teacher training and education, Muhammadiyah University of Surakarta 2021.

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<sup>6</sup> Rahma Irianti Nugroho, Nur. An Analysis of Translation Method In Webtoon Egnoid By Archie Redcat. Article Publication. 2021

This research uses qualitative research because the data used are 500 sentences in the Eggnoid webtoon with the Indonesian version and the English version. this study aims to classify the translation methods and their equivalence used in the eggnoid webtoon. the results of this study found 8 types the translation methods used in the webtoon eggnoid. The most widely used method in the webtoon Eggnoid in her research is the word-for-word translation method with 27.8% while the least method found is adaptation translation with 0.8%.

The second title is, *The Type of Translation Method In Webtoon True Beauty: As Digital Comic By Yaongyi*.<sup>7</sup>

This research was prepared By Fitri Anisah Sitorus, Rahmat Husein, And Sri Minda Murni, English applied linguistic program postgraduate of medan state university 2021. This study is conducted to investigate the type, to describe the process, and to explain the translation method applied in

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<sup>7</sup> Anisah Sitorus, Fitri. (2021). The Types of Translation Method in Webtoon: True Beauty as Digital Comic by Yaongyi. Jurnal Linguistik Terapan Pascasarjana Unimed. 18(1): 40 - 47



webtoon: True Beauty. This research conducted in descriptive qualitative method, and source of the data is sentences produce by Jukyung as main character in this webtoon. Based on the results of the analysis, this study shows that there are 6 translation methods that can be found in the webtoon: True beauty as digital comic by Yaongyi, namely free translation, idiomatic translation, communicative translation, word for word translation and faithful translation. The highest percentage is the *free translation method* with a rate of 48.4%. while the lowest is *faithful translation* with a figure of 3.55% of the 563 data.

The third title is the *Analysis of Translation Method Used In Translating a Poem*.<sup>8</sup> This research was prepared by Ahmad Fahruri from the English Education Department, Faculty of Tarbiyah and Educational Sciences, Syarif Hidayatullah State Islamic University 2022. This study used qualitative descriptive method using a sample of 15 students

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<sup>8</sup> Fahruri, Ahmad. *Analysis Of Translation Method Used In Translating A Poem*. Jakarta: Syarif Hidayatullah State Islamic University. 2022

of UIN Syarif Hidayatullah semester 6. Based on the results of data taken using tests and interviews in this study shows that there are six types of translation methods used by semester 6 students in translating a poem, namely literal translation, blank verse, metrical, phonemic, rhymed, and interpretation translation from theory Lefevere 1975.

Third previous study. there are similarities and differences with this study. the similarity of the three previous studies with this research is that both focus on translation methods. then the difference between this study and the three previous studies is on each research object. In the first study, the authors used an eggnoid webtoon as an object. the source of the data is from the webtoon eggnoid indo version and the english version, the data in the form of 500 sentences . In the second study the difference is in the form of data. in the second study, the data taken only sentences spoken by the main character in the webtoon true beauty. while this study is in the form of sentences taken randomly from Episodes 1-5. In the previous third study, the

object of research is the translation of poetry. In contrast to this study using webtoon Girls World as the object of research.

### **G. Organization of Writing**

To make this research understandable, the writer divided this research within five chapters that is :

**Chapter I is Introduction.** In this chapter the researcher place background of the study, statement of problem, objective of the study, significant of the study, previous study, and organization of writing.

**Chapter II is Theoretical Framework.** This chapter consist of the theories from several expert related to the content of this research.

**Chapter III is Research Methodology.** This chapter consist of method of the research, data source, technique of data collection, and technique data analyzed.

**Chapter IV is Research Finding and Discussion.** This chapter its covers data description and discussion.

**Chapter V is Conclusion.** This chapter its covers the result and suggestion in this research.