

CHAPTER I

INTRODUCTION

1.1 Background of the study

Translation serves as the bridge that connects people and ideas across languages, enabling communication and understanding of our world. According to Owji (2013), the process of transferring the meaning of words, phrases, or groups of nouns, clauses, and texts from the source language to the target language is called translation. Larson (1998) defines translation as “transferring the meaning of the source language into the receptor language” (p. 3). Newmark (1988) further elaborates that “translation is rendering the meaning of a text into another language in the way that the author intended the text” (p.5). The primary concern of translation is to ensure that the meaning of the original text is accurately and comprehensively conveyed in the target language. Therefore, translators play a crucial role in articulating messages clearly to recipients in the target language (Schäffner, 2020).

In the past and present, humans rely heavily on human translators. However, machine translation now works hand in hand with humans, assisting in translating various languages. This is one example of how technology becomes essential to human life. Over time, the integration of computers into language translation has evolved significantly, marking a transformative journey in overcoming communication barriers. Computers have intertwined with the concept of language translation since their inception, a relationship that has evolved

significantly over time (Sinwai, 2016). According to Amin and Mandapuram (2021), machine translation, or translation applications, uses artificial intelligence (AI) to translate messages from one source into multiple target languages. This process replaces human translators. Artificial intelligence (AI) translation refers to simulating human intelligence in a machine programmed to think and behave like a human.

Utility and machine translations are growing globally based on the demand for multilingual communication tools (Gubler, 2016). While current online translator websites offer the ability to translate between numerous languages, machine translation (MT) excels in providing essential translation services. However, challenges arise when deeper understanding or nuanced interpretation is required. In response to the increasing need for efficient translation tools, Google Translate emerged as a widely used solution renowned for its accessibility and user-friendly interface. With over 500 million users globally, Google Translate processes over 100 billion words daily, highlighting its pivotal role in facilitating quick and accessible language translations across the internet (Turovsky, 2016; Sommerlad, 2018).

The way humans interact with conventional narrative forms, such as books and comics, also changes due to technology today. Comic books have a rich history of engaging readers through a unique blend of text and visuals, employing sequential art to tell compelling stories across genres such as comedy, drama, and fantasy (Comics, 2024). This format provides an immersive experience and a platform for exploring complex concepts and entertaining readers of all ages. Similarly, comic strips offer a condensed yet impactful form of storytelling.

Typically found in newspapers and online platforms, these serialized narratives use minimal text and visual cues to deliver self-contained stories that resonate with audiences through humor, drama, or other emotional tones (Biese, 2021). This ability to distill complex narratives into bite-sized, universally relatable vignettes mirrors the approach seen in works like "Big Mushy Happy Lump," a collection of humorous and relatable comic strips by Sarah Andersen.

"Big Mushy Happy Lump" is a collection of humorous and relatable comic strips by Sarah Andersen. The comic centers around the author's experiences and observations of modern life, often highlighting the awkward and endearing moments that many readers can relate to. The strips frequently explore themes such as social anxiety, the comfort of staying indoors, the challenges of adulthood, and the quirks of relationships and friendships. Andersen's distinctive art style and witty, self-deprecating humor resonate with a broad audience, making the comic a beloved addition to the comic genre. The book is not only a source of entertainment but also a reflection of contemporary issues and the shared experiences of a generation.

The research aims to investigate the field of comic translation in light of this ever-changing environment. Specifically, they aim to investigate the possibility of using Google Translate as a primary tool for translating "Big Mushy Happy Lump" into Indonesian. The study employs the comic strip "Big Mushy Happy Lump" as the data source due to its comedic elements and relatable situations.

This study uses translation procedures by Newmark (1988) to identify the translation and use Larson's (1988) quality of translation, which is accuracy, clearness, and naturalness, to retain the comic's meaning and successfully

communicate it to Indonesians.

The study intends to discover the complexities of comic translation processes by studying the possibilities of machine translation tools, emphasizing Google Translate, to improve cross-cultural communication through comic strips. The analysis involves comparing the human translation of the printed comic and the translation by Google Translate to assess the translation process's effectiveness in capturing the narrative's essence and engaging Indonesian readers in the same way as the original.

Other researchers have made related study efforts to the complexities of the Google translation. In another study by Fitria (2021), the research aimed to evaluate Google Translate's accuracy and clarity in converting an Indonesian article into English. The analysis involved translating a published Indonesian piece into English through Google Translate using qualitative research methods. The results indicated that Google Translate has challenges maintaining clarity and correctness, mainly when translating Indonesian text into English due to English grammar intricacies. The tool faces obstacles in consistently delivering precise and error-free translations, highlighting issues like unclear word-for-word translations and grammar, punctuation, and spelling errors. Despite advancements, improvement is still needed to ensure precise grammar and punctuation in translations.

Another study by Saswati (2024) focused on the translation of non-equivalency at the word level above the word level, grammatical equivalency, textual equivalency, and pragmatic equivalency and using the novel "Harry Potter and the Order of Phoenix" as the source material. Applying qualitative research

methods and drawing on equivalence theory and strategies proposed by Baker (2018), the study analyzed issues at the word, above the word, grammatical, textual, and pragmatic levels. The findings indicated that as a machine translation tool, Google Translate needs to improve in producing accurate translations, necessitating significant restructuring by human translators. Furthermore, the study highlighted Google Translate's reliance on literal translation strategies across all translation levels, emphasizing machine translation's limitations in capturing nuanced linguistic elements and contexts accurately.

In another study, Simaremare and others (2021) stated that translation is vital in facilitating communication, but its effectiveness hinges on accuracy. Google Translate, a widely used tool, is significant in this realm. The study assesses the accuracy of translating English verb phrases into Indonesian using Google Translate. The research primarily utilized subtitles from the movie "Alice in Wonderland" as data sources using a qualitative approach. Data collection involved downloading the movie subtitles and creating a structured data table for source and target texts. Three translation categories emerged Through organization, categorization, and analysis: Accurate, Less Accurate, and Inaccurate based on Nababan (2010). The study's findings, derived from 60 data points, revealed 40 accurate translations, 11 less accurate translations, and nine inaccurate translations. Ultimately, the research affirms the accuracy of translating English verb phrases into Indonesian using Google Translate.

While previous studies explored Google Translate's limitations in general text accuracy (Fitria, 2021) and verb phrase translation (Simaremare et al., 2021), a gap remains in understanding how translation strategies impact the quality of

phrasal verb translations. Previous studies by Saswati (2024) delve into non-equivalency in literary translation, highlighting various challenges that Machine translation faces. The study aims to bridge this gap by examining the influence of human translators' strategic use on achieving a balance of accuracy, clarity, and naturalness in translating phrasal verbs.

1.2 Research Question

The study aims to address the following questions:

1. How does the translator translate Phrasal verbs?
2. How are phrasal verbs translated by Google translate?
3. What procedure are applied?
4. Does the translation meet the accuracy, clearness and naturalness?

1.3 Objective of the study

The objectives of the study are:

1. How the translator translate phrasal verbs
2. How the phrasal verbs are translated by Google translate
3. What Translation Procedure were applied by both translations
4. To find out whether the translations meet the accuracy, clearness and naturalness.

1.4 Scope and Limitation

The study focuses solely on analyzing the translations of phrasal verbs from the comic strip "Big Mushy Happy Lump", produced by a human translator

and Google Translate. The analysis is limited to 20 phrasal verbs extracted from the comic strip "Big Mushy Happy Lump." The study's scope is confined to phrasal verbs and does not encompass other linguistic challenges. Additionally, the reliance on comic strip limits the generalizability of the findings.

1.5 Research Methodology

The study uses a comparative qualitative study. According to Creswell & Creswell (2018), the comparative approach in qualitative research compares the two in order to identify similarities and differences. This means through these comparisons, researchers acquire a better understanding of the subject and gain insights into the ways in which various factors affect the subject under investigation. The study involves comparing two sets of data: one from the TL of the comic and the other from the Google Translate translation. The study aims to determine the English of phrasal verbs from the comic strip by using an English-to-English dictionary and then cross-referencing these meanings with an English-Indonesian dictionary. Following this, the study aims to identify the translation procedures used in both the official and Google translations, compare the translations, and ultimately evaluate the effectiveness and limitations of each translation tool in producing accurate translations.

1.6 Data Collection Methods

The steps to collect data are as follows:

1. To scan the source language. The researcher scans the text from the comic strip.
2. To highlight the phrasal verbs from the comic strip.

3. To create Data Cards. The researcher creates data cards with the highlighted phrasal verbs from the comic strip.

1.7 Data Analysis Technique

With the data that have been collected, the data will be collected by the researcher.

1. Find the meaning of the phrasal verbs in the Cambridge English Dictionary.
2. Find the meaning of the phrasal verbs in the English-Indonesia Dictionary by Hassan Shadily.
3. Categorizing the translation procedure by Newmark applied in the comic strip.
4. Comparing the translated comic strip "Big Mushy Happy Lump" by a human translator (SL) with the Google Translated text (SL (GT)) and evaluating whether the translations demonstrate accuracy, clarity, and naturalness based on the quality of translation by Larson.