CHAPTER I
INTRODUCTION

1.1. Background and Reason of Choosing Title

Globalization era is growing rapidly in the world—including Indonesia. There are so many sophisticated technologies come to Indonesia. People can explore the world only by those technological devices. It is not only some sophisticated technologies which come to Indonesia, but since that time there are a lot of import books also come to Indonesia. That fact also give an impact for the development of language in the world—specially Indonesia. The Indonesian people’s interest of english are increased. But even so, english is a foreign language for Indonesian. Therefore, some major publisher in Indonesia provide the translation book of those import books. So that Indonesian can read those books easily.

“Translation is the process of translating a written text from source language (SL) to target language (TL).” Hatim and Munday (2004:6) stated. Based on that statement translation is an understanding and transferring process from source language into target language. To simplify the translation process, people need to know how the methods to do. Molina and Albir (2002:507) said, “Translation method refers to the way of particular translation process that is carried out in terms of the translator’s objective, i.e., a global option that affects whole texts,” it means the method of translation is a way to translate a text based on the purpose of the text or the message which the writer wants to send to the reader.
There are some texts which can be translated such as short story, novel, script drama, poetry, book and so on. But in this paper writer choose book as an object analysis, because edukasi.kompas.com stated that Indonesian people’s interest of book are increased. Even since 2013 until now IKAPI stated that the motivational book is one of three book’s genres which always increase in sales, and *The Magic of Thinking Big* Book by David J Schwartz is the most popular one in Indonesia. This is evidenced by the sale of the book is very fantastic. goodreads.com stated that *The Magic of Thinking Big* Book by David J Schwartz is a mega bestseller book. That book has sold over four million copies. Because of that writer chooses that book as an object analysis. Writer wants to find what the translation method which the translator of that book’s use in chapter five. Because that chapter is telling about “How to Think and Dream Creatively”—the best discussing for Indonesian people who often feel insecure of their dreams or goals.

Based on that explanation above writer chooses “Translation Method Analysis in *The Magic of Thinking Big* Book by David J Schwartz” as a title of this paper. This paper aims to make people know the explanation of the translation method which commonly use in *The Magic of Thinking Big* Book by David J Schwartz. So that people can learn how to translate the text or book as well as in that book.

1.2. Statement of Problem

Through this paper, writer wants to discuss about:

1. What are the translation’s methods in *The Magic of Thinking Big* book by David J Schwartz?
2. What are the dominant of translation method in *The Magic of Thinking Big* book by David J Schwartz?

1.3. Scope of Problem

Based on the problem above, writer focuses on the method of translation in chapter five of *The Magic of Thinking Big* book by David J Schwartz. The writer focused on the translation method that use in English and Bahasa by Newmark theory. To analyze some idioms in this paper, writer use [www.idioms.thefreedictionary.com](http://www.idioms.thefreedictionary.com).

1.4. Method and Procedure Analysis

For the research method, writer uses the descriptive method to analyze this book. The writer finds and get some data and then analyze the data and information by searching internet and library research.

In this paper, writer does some procedures. The first step is deciding the right topic, writer chooses the book. The writer also prepare the theories to support the analysis. Then the writer analyzes the book by reading *The Magic of Thinking Big* book by David J Schwartz for several times and then identifies the book by taking a note for a paragraph which the writer wants to analyzed. After that, the writer analyzes the book. In this section, the writer finds the result of the statement of the problem. Last, the writer makes the final assignment from this book.