Translation method in Indonesian best seller book of David J Schwartz

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ABSTRACT

Background: 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.

Purpose: This paper aims to identify the translation method which commonly use in The Magic of Thinking Big Book by David J Schwartz.

Design and methods: This study 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.

Results: This study revealed six translation method in chapter five of The Magic of Thinking Big by David J Schwartz. Those of translation methods are: Literal Translation, Faithful Translation, Adaptation, Free Translation, Idiomatic Translation and Communicative Translation. However, from six methods which the writer finds, there is the most dominant one which the writer finds in that book. It is Free Translation method.

Keywords: translation method, best seller book, magic of thinking

Introduction

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 gives an impact for the development of language in the world—specially Indonesia. The Indonesian people's interest of English is 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) (Pasaribu et al., 2020). 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. Pym (2014) 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 identify 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.

Methods

This study 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 writers 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 writers want 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.

Findings & Discussion
Findings
Table 1 Findings on the chapter five

Translation Method	Quantity	Paragraph
Literal	11	1, 8, 10, 20, 23, 24, 28, 37, 38, 43, 47
Faithful	1	26
Adaptation	4	6, 31, 34, 35
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Idiomatic	11	1, 3, 14, 18, 22, 30, 34, 37, 40, 45
Communicative	6	7, 14, 15, 27, 42, 48

Discussion
Magic of Thinking Big Review
The Magic of Thinking Big is a mega best seller of motivational book written by David J Schwartz—an motivational writer and coach. He also was a professor at Georgia University. That motivational book which published by FIRESIDE Publisher in 1959 at New York, America. There are 318 pages which consists of fourteen chapters in that book.

There are some problems which the author discusses in that book. In the first chapter, David written about "Believe You Can Succeed and You Will". He said that people should trust their self that everyone can be a success person and success can start from a simple thing. Everyone can find the successful in anywhere. People just should believe and always trying to get that. All those things are also related to the second and the third chapter: "Cure Yourself of Exquisites, the Failure Disease" and "Build Confidence and Destroy Fear".

The fourth and fifth chapter, the author gives the reader some ways how to manage their thinking is big and creative. He explains what is "thinking big" and what is "thinking creative". Then, the author discusses some general problems at the society which often affect to the people's thinking. In those cases, He also gives some facts that if people face those problems with their "big thinking" or "creative thinking" it will be an amazing thing that can make their life's better. People also can make the world better if they always see every problem with "big thinking" and "creative thinking".

The sixth until the tenth chapter, the author tried to convince the reader that the people's thinking and decisions greatly affect to the people's future life. So that people should manage their thinking well and always learn how to face the problem with the way which most people do not do that. But it is an amazing life's experiment which can make the life is better.

The eleventh until last chapter, the author gives the reader some tips how to overcome the self-weakness and make it as a way to get the successful. David J also convince the reader that the reader certainly can do that.

Translation method in magic of thinking book

Every process in doing something, there are some methods or steps which people should do—including in translation process. According to Schleiermacher (2021), "a method is a way of doing something, especially in accordance with a definite plan" from that definition, translation method is not only a way which describe how to translate a text or book well but translation method also a plan before translate a text or book. It means the translator should has a plan what are the types or methods of translation which the translator wants to use.

Translation method is also like a tips or trick to help the translator in translating the text or book. It is same as Hatim & Mason (2014) stated, are a set of (loosely formulated) rules or principles which a translator uses to reach the goals determined by the translating situation.

In translating process, the translator will find some problems to translate the text or book, and translation method is the way to help the translator in solving the problem will be found during translate the book or text. Prieto-Velasco & Fuentes-Luque (2016) said, translator's potentially conscious plans for solving concrete translation problems in the framework of concrete translation task.

From all those definitions above, writer get a conclusion that translation method is not only a way or rules which the translator should understand before translating the text or book, but translation method is also like tips and trick to help the translator in translating the text or book. Translation method will help the translator in facing some problem which the translator finds during translating process.

Literal

In which the SL grammatical constructions are converted to their nearest TL equivalents, but the lexical words are again translated singly, out of context. Example: SL – It's raining cats and dogs outside, TL – *Hujan kucing dan anjing*. From that definition and example, literal translation is the translation method which translate source language into target language based on the structure or grammatical the source language so that the message of the text is not deliver well.

Source Language (SL): To illustrate this point of creative thinking in training sessions, I often use this example: I ask the group, "How many of you feel it is possible to eliminate jails within the next thirty years?" Target Language (TL): *Untuk mengilustrasikan cara berpikir kreatif ini dalam sesi pelatihan, saya sering menggunakan contoh ini. Saya meminta kelompok, "Berapa banyak dari Anda yang merasa mungkin untuk menghapuskan penjara*

dalam 30 tahun mendatang?" Translation Method: Literal Translation. The whole sentences of the translation texts is very easy to understand. Some words which translated by literal meaning but it is not too rigid because the meaning of that text is delivered

Faithful

It attempts to produce the precise contextual meaning of the original within the constraints of the TL grammatical structures. Example: SL – Ben is too well aware that he is naughty TL – *Ben menyadari terlalu baik bahwa ia nakal*. From that definition and example, faithful translation is s translation method which translate the text based on the real of source language, there is not a part of language which changed by this method.

Source Language (SL): "Develop surgical procedures to cure some kinds of criminals." Target Language (TL): "*Kembangkan prosedur bedah untuk mengobati beberapa jenis penjahat.*" Translation Method: Faithful Translation. The translator does not change the grammatical structure of that text and the meaning of whole translation text is based on the SL meaning.

Adaptation

Which is the freest from of translation, and is used mainly for plays (comedies) and poetry; the themes, characters, plots are usually preserved, the SL culture is converted to the TL culture and the text is rewritten. Example: SL – Like father like son TL – *Buah jatuh tidak jauh dari pohonnya*. From that definition and examples, adaptation is a translation method which usually use for script drama or poetry. Because this is the freest method and nearest from the TL. In this method the translator usually analysis and find the cultural terms of TL which has the same meaning or message with the SL.

Source Language (SL): A minister develops a plan that doubles his Sunday evening attendance. That's creative thinking. Target Language (TL): *Seorang pendeta mengembangkan suatu rencana yang melipatgandakan jemaatnya untuk kebaktian hari minggu. Inilah berpikir kreatif.* Translation Method: Adaptation. The translator adapts a phrase which has conformity meaning with the TL, such as the translator translate this phrase "...his Sunday evening attendance..." as "...jemaatnya untuk kebaktian hari minggu...". Whereas, if the translator translates it with Literal method, the meaning is: *kehadirannya minggu sore ini*. So, writer analyze it as Adaptation method because it is appropriate with the theory of Adaptation

Free

It produces the TL text without the style, form, or content of the original. Example: SL – Hollywood Rages for Remakes TL –*Hollywood kekurangan cerita: Lantas Rame-rame Bikin Film Ulang*. From that definition and example, free translation is the translation method which more priorize on the content of the SL and sacrifices the text form. Usually, this method is a short or long paraphrase.

Source Language (SL): A low- income family devises a plan to send their son to a leading university. That's creative thinking. Target Language (TL): *Sebuah keluarga yang berpenghasilan rendah menyusun rencana untuk mengirim putra mereka ke unversitas. Inilah berpikir kreatif.*

The translator add a word "yang" and add a suffix "lah" in the translation text but remove word "leading" in the SL. It makes the translation text more readable without removes the meaning of the SL; it is appropriate with the theory of Free Translation.

Idiomatic

It produces the 'message' of the original but tends to distort nuances of meaning by preferring colloquialisms and idioms where these do not exist in the original. Example: SL – I'll shout you a beer TL –*Mari minum bir sama-sama, saya yang bayar*. From that definition and example, idiomatic translation is the translation method which has a purpose to produces the 'message' or meaning of the SL. It is usually use the intimacy impression and idiomatic expression which not found in the original version or SL.

Source Language (SL): Then, the others cut loose: Target Language (TL): *Kemudian, peserta-peserta yang lain ikut memberikan komentar*. Translation Method: Idiomatic Translation. The phrase "cut loose" in the SL text above is an idiom and the meaning of that is "membebaskan diri" but in the TL text above, the translator translates that idiom as "*ikut memberikan komentar*" this is adjusted to the meaning of the text to be conveyed by the author.

Communicative

It attempts to render the exact contextual meaning of the original in such a way that both content and language are readily acceptable and comprehensible to the readership. Example: SL – He is lending the bank money, TL – *Dia meminjamkan uang kepada bank*. From that definition and example, communicative translation is a translation method which seeking the reproduction of contextual meaning so that both of the language aspect and the contents can be understanding by the reader.

Source Language (SL): "Some people are born criminals." Target Language (TL): "*Beberapa orang memang dilahirkan sebagai penjahat*." Translation Method: Communicative Translation. In that text above, the translator translate "are" as "memang" and add word "sebagai" which make the translation text more communicative to read.

Conclusion

This study tries to identify the translation method which commonly use in The Magic of Thinking Big Book by David J Schwartz. This study revealed six translation method in chapter five of The Magic of Thinking Big by David J Schwartz. Those of translation methods are: Literal Translation, Faithful Translation, Adaptation, Free Translation, Idiomatic Translation and Communicative Translation. However, from six methods which the writer finds, there is the most dominant one which the writer finds in that book. It is Free Translation method. Writer finds it in 32 paragraphs: 2, 3, 4, 5, 8, 9, 11, 12, 16, 17, 18, 19, 21, 22, 25, 29, 30, 31, 32, 33, 34, 35, 36, 39, 40, 41, 43, 44, 45, 46, 49, 50. The other methods, writer just finds that under 20 paragraphs. There are: Literal Translation and Idiomatic Translation (11 paragraphs), Faithful Translation (1 paragraph), Adaptation (4 paragraphs), and Communicative Translation (6 paragraphs).

Based on the analysis which writer did, writer wants to give some suggestions for the reader and the next researcher. For the reader, if the reader wants choose translation method as an object analysis, please learn more about translation method and understanding it. He/she also can choose the text which he/she loves, because it can make the analysis process easier and fun. The reader also should read the whole text of SL and TL, because it is really important to get the analysis result more maximal. Last, please find the theory which appropriate with his/her idea, because it will support his/her analysis reason in the chapter three. Suggestion for the next researcher, in translation there some topics which can he/she chooses as an object analysis besides translation method, such as ideology of translation, shifting, technique of translation, etc. So, the next researchers choose the topic which he/she mastered to simplify the process.

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Tentang

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Menimbang	:	1. Bahwa perlu diadakan pelaksanaan Tridharma Perguruan Tinggi dalam bentuk Penelitian.
		2. untuk Keperluan pada butir 1 (satu) diatas, maka perlu dibentuk tugas yang berkaitan dengan penelitian yang dipublikasikan dalam Jurnal Ilmiah.

MEMUTUSKAN

Pertama	:	Menugaskan kepada saudara
		Unpris Yastanti M.Pd
		Sebagai Penulis yang mempublikasikan Penelitianya pada Jurnal Ilmiah.
Kedua	:	Mempunyai tugas sbb: Melaksanakan Tugas yang diberikan dengan penuh rasa tanggung jawab.
Ketiga	:	Keputusan ini berlaku sejak tanggal ditetapkan, dengan ketentuan apabila dikemudian hari terdapat kekeliruan akan diubah dan diperbaiki sebagaimana mestinya

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Ketua

Taufik Baidawi, M.Kom

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- Arsip
- Ybs

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by Luluk Gusliyanah, Unpris Yastanti

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The Magic of Thinking Big is a mega best seller of motivational book written by David J Schwartz—an motivational writer and coach. He also was a professor at Georgia University. That motivational book which published by FIRESIDE Publisher in 1959 at New York, America. There are 318 pages which consists of fourteen chapters in that book.

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Translation method in magic of thinking book

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It attempts to produce the precise contextual meaning of the original within the constraints of the TL grammatical structures. Example: SL – Ben is too well aware that he is naughty TL – *Ben menyadari terlalu baik bahwa ia nakal*. From that definition and example, faithful translation is s translation method which translate the text based on the real of source language, there is not a part of language which changed by this method.

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Which is the freest from of translation, and is used mainly for plays (comedies) and poetry; the themes, characters, plots are usually preserved, the SL culture is converted to the TL culture and the text is rewritten. Example: SL – Like father like son TL – *Buah jatuh tidak jauh dari pohonnya*. From that definition and examples, adaptation is a translation method which usually use for script drama or poetry. Because this is the freest method and nearest from the TL. In this method the translator usually analysis and find the cultural terms of TL which has the same meaning or message with the SL.

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Free

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The translator add a word "yang" and add a suffix "lah" in the translation text but remove word "leading" in the SL. It makes the translation text more readable without removes the meaning of the SL; it is appropriate with the theory of Free Translation.

Idiomatic

It produces the 'message' of the original but tends to distort nuances of meaning by preferring colloquialisms and idioms where these do not exist in the original. Example: SL – I'll shout you a beer TL – *Mari minum bir sama-sama, saya yang bayar*. From that definition and example, idiomatic translation is the translation method which has a purpose to produces the 'message' or meaning of the SL. It is usually use the intimacy impression and idiomatic expression which not found in the original version or SL.

Source Language (SL): Then, the others cut loose: Target Language (TL): *Kemudian, peserta-peserta yang lain ikut memberikan komentar*. Translation Method: Idiomatic Translation. The phrase "cut loose" in the SL text above is an idiom and the meaning of that is "membebaskan diri" but in the TL text above, the translator translates that idiom as "*ikut memberikan komentar*" this is adjusted to the meaning of the text to be conveyed by the author.

Communicative

It attempts to render the exact contextual meaning of the original in such a way that both content and language are readily acceptable and comprehensible to the readership. Example: SL – He is lending the bank money, TL – *Dia meminjamkan uang kepada bank*. From that definition and example, communicative translation is a translation method which seeking the reproduction of contextual meaning so that both of the language aspect and the contents can be understanding by the reader.

Source Language (SL): "Some people are born criminals." Target Language (TL): "*Beberapa orang memang dilahirkan sebagai penjahat*." Translation Method: Communicative Translation. In that text above, the translator translate "are" as "memang" and add word "sebagai" which make the translation text more communicative to read.

Conclusion

This study tries to identify the translation method which commonly use in The Magic of Thinking Big Book David J Schwartz. This study revealed six translation method in chapter five of The Magic of Thinking Big by David J Schwartz. Those of translation methods are: Literal Translation, Faithful Translation, Adaptation, Free Translation, Idiomatic Translation and Communicative Translation. However, from six methods which the writer finds, there is the most dominant one which the writer finds in that book. It is Free Translation method. Writer finds it in 32 paragraphs: 2, 3, 4, 5, 8, 9, 11, 12, 16, 17, 18, 19, 21, 22, 25, 29, 30, 31, 32, 33, 34, 35, 36, 39, 40, 41, 43, 44, 45, 46, 49, 50. The other methods, writer just finds that under 20 paragraphs. There are: Literal Translation and Idiomatic Translation (11 paragraphs), Faithful Translation (1 paragraph), Adaptation (4 paragraphs), and Communicative Translation (6 paragraphs).

Based on the analysis which writer did, writer wants to give some suggestions for the reader and the next researcher. For the reader, if the reader wants choose translation method as an object analysis, please learn more about translation method and understanding it. He/she also can choose the text which he/she loves, because it can make the analysis process easier and fun. The reader also should read the whole text of SL and TL, because it is really important to get the analysis result more maximal. Last, please find the theory which appropriate with his/her idea, because it will support his/her analysis reason in the chapter three. Suggestion for the next researcher, in translation there some topics which can he/she chooses as an object analysis besides translation method, such as ideology of translation, shifting, technique of translation, etc. So, the next researchers choose the topic which he/she mastered to simplify the process.

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HASIL PENILAIAN SEJAWAT SEBIDANG ATAU *PEER REVIEW*
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JudulArtikelIlmiah : Translation Method In Indonesian Best Seller Book of David J Schwartz
JumlahPenulis : 2 Orang
StatusPengusul : Penulis ke- 2
IdentitasJurnalIlmiah :
      a. Nama Jurnal : Journal of Languages and Education
      b. Nomor ISSN : p-ISSN:2774-2083 | e-ISSN: 2774-194X)
      c. Vol. No. Bln. Thn : Vol 1 No 6, September 2021
      d. Penerbit : Mitra Palupi
      e. JumlahHalaman : 6 Halaman

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KARYA ILMIAH : JURNAL IMIAH

JudulArtikelIlmiah : Translation Method In Indonesian Best Seller Book of David J Schwartz
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