

Chapter II

Literature Review

In this chapter, the writer discusses the definition of translation consist of some theory from difference sources; translation processes, translation methods, translation procedures, definition of menu, and history of G.H. Universal Hotel.

2.1 The Definition of Translation

According to Newmark (1988: 5) defined translation as rendering the meaning of a text into another language in the way that the writer intended the text. Translation is a process based on the theory that is possible to abstract the meaning of a text from its forms and reproduce that meaning with very different form in the second language, it is the accurate rendering of a document into another language so that it is suitable for its purpose.

Nida and Taber (1969: 12) said, Translation consist of reproducing in the receptor language the closet natural equivalence of the source language message, first in terms of meaning and secondly in terms of style.

And according to Brislin (1976: 8), Translation is the general term reffering to the transfer of thoughts and ideas from one language (source) to another (target), whether the languages are in written or oral form; whether the languages have established ortographies or do not have such standardization or whether one or both languages is based on signs, as with sign languages of the deaf. Catford (1969:20) said Translation is the replacement of textual material in one language (SL) by equivalent textual material in another language (TL).

From the definition above the writer concludes that translation is a process of transferring meaning from SL (Source Language) to TL (Target Language) as it was intended by the writer without changing the meaning too much and does not change the structure of the sentence is too different from the original.

2.2 Translation Process

Newmark (1988:19) suggested four levels of translating process that the translator should be in mind.

1. The SL text level, this level knows as the level of language. In this level, the translator begins and which he or she continually but not continuously go back to;
2. The cohesive level, which is more general and grammatical that traces the train of thought, the feeling tone (positive or negative) and the various presuppositions of the SL text. This level encompasses both comprehension and reproduction. It present an overall picture, to which we may have to adjust the language level;
3. The referential level, this level is the level of objects and events, real or imaginary, which he or she progressively has to visualize and build up. This level is an essential part, first the comprehension, then the reproduction process;
4. The level of naturalness is a level of common language appropriate to the writer or the speaker in a certain situation.

Translation process used based on the object that will analyze in further, this is can be used to translate a regular text or language, complicated grammatical text, literary works and common daily language.

Nida and Taber (1969:33) divided the process of translation into three stages: 1. Analyze the message in the source language, 2. Transfer, and 3. Restructure of the transferred message in the target language. Bassnett (1991:16) described the process as follows.

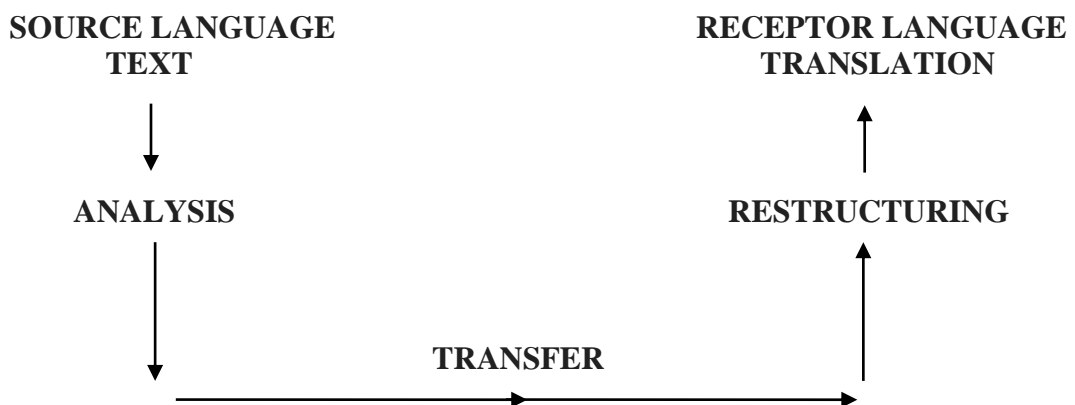


Figure 2.1: Three stages of translation process

In the analysis stage, the surface structure is analyzed in terms of the grammatical relationship and words combination. The transferring stage is the process analyzing the material (in first stage) and process transferring the translator's mind from source language into target language. In the structure stage is a process restructured from transferred (in the second stage) in such a way that the final message is fully acceptable in the RL.

2.3 Translation Methods

Newmark (1988:45) processed translation method on the basis of the language use, either SL to TL. He classified this method into eight types: word-for-word translation, literal translation, faithful translation, semantic translation, adaption translation, free translation, idiomatic translation, and communicative translation.

Newmark explained the above types of translation methods as follows:

1. Word-for-Word Translation

The SL word order is preserved and the words translated by their most common meanings, out of context. Cultural words are translated literally. This method is applied in order to understand the mechanics of the SL or to interpret difficult text as pre translation process.

2. Literal Translation

In this method, the SL grammatical constructions are converted to their nearest TL equivalent but the lexical words are again translated out of context. As pre-translation process, it indicates problems to be solved.

3. Faithful Translation

This procedure makes an effort to reproduce the precise contextual meaning of the original within the constraints of the TL grammatical structure. It transfer cultural words and maintains the degrees of grammatical and lexical abnormality (deviation from SL norms) in the translation. It attempts to be completely faithful to the intention and text-realization of the SL write.

4. Semantic Translation

The difference between semantic translation and faithful translation can only be seen as far as semantic translation must take more account of the aesthetic value of the SL text, compromising on 'meaning' where appropriate so that assonance, word-play or repletion jars in the finished version. This method may also translate less important cultural words by culturally neutral third or functional terms but not by cultural equivalent and it may make other concessions to the readership. Semantic translation is more flexible.

5. Adaptation Translation

This is the 'freest' form of translation. It is used mainly for plays comedies and poetry; the themes, characters, plots are usually preserved, the SL culture converted to the TL culture and the text rewritten.

6. Free Translation

Free translation reproduces the matter without the manner, or the content without the form of the original. Usually it is a paraphrase much longer than the original, a so-called intralingual translation, often prolix and pretentious, and not translation at all.

7. Idiomatic Translation

This method reproduces 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.

8. Communicative Translation

Communicative translation 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.

The 8 types of methods is a second way after translation process provides to make the translator easier while translating an object. This method has a limits the translator can decided what methods are they going to use or just use several methods on translation.

2.4 Translation Procedures

Translation procedures are used for and smaller units of language. Newmark (1988:82-93) proposed several translation procedures as follows:

1. Naturalization

This procedure succeeds transference and adapts the SL word first to the normal pronunciation, then to the normal morphology (word-forms) of the TL.

2. Cultural Equivalent

This is a replacement cultural word in the SL with a TL one.

3. Functional Equivalent

This common procedure, applied to cultural words, requires the use of a culture-free word, sometimes with a new specific term; it therefore neutralises or generalises the SL word; and sometimes adds a particular.

This cultural componential analysis is the most accurate way of

translating. A similar procedure is used when a SL technical word has no TL equivalent.

4. Descriptive Equivalent

This procedure has the same principle with Functional Equivalent. The difference is that this procedure does not describe the use or the function of the SL word. Thus, this one explains the description of the SL word.

5. Synonymy

Translating an SL word means trying to find the correct equivalent, or at least near enough to TL. Despite the precise equivalent may or not exist. This procedure is recommended when there is not clear one-to-one equivalent, and the word itself is not important in the text. This procedure is also appropriate where literal translation is not possible because the word is not important enough for componential analysis.

6. Through Translation

This procedure renders literary common collocations, names of organization, the components of compounds and perhaps phrases. It is only used when the user of the target language are ready familiar or recognize the target language equivalent used.

7. Shifts Transpositions

This procedure deals with a change in the grammar from SL to TL. The grammar change range from verb to noun, noun group to noun adverbial phrase to only adverb. It is used when the translator want to maintain the stress of the SL sentences.

8. Modulation

Modulation is a variation through a change of viewpoint, of perspective and very often of category of thought. The first modulation is negated contrary. This modulation replaces the positive word by double negative word or vice versa. The other modulation are 'part for the whole', 'abstract for concrete', 'cause for effect', 'one part for another', 'reversal of terms', 'active for passive'. 'spaces for time', 'interval and limits' and 'change symbol'.

9. Recognized Translation

This procedure is used when the target language has already the generally accepted equivalent for the SL word or sentences. This procedure could be sometimes inappropriate or poor but the users of the TL are fine with that.

10. Translation Label

This procedure, an additional and temporary translation of the SL word is put. It also allowed putting the additional translation plus the literal translation of the SL term and separating them with comma. This procedure is considered appropriate to translate a new institutional term.

11. Equivalent

Equivalent procedure is a procedure implying approximate equivalent, accounting for the same situation in different terms.

12. Transference

The process of this procedure is transferring an SL word to a TL text includes transliteration, which relates to the conversion of different

alphabet. By using this procedure, the names of SL objects, inventions, devices, processes to be imported into the TL community should be creatively, preferably ‘authoritatively’, translated, if they are neologism, although brand names have to be transferred.

13. Literal Translation

This procedure converts the grammatical construction of the SL word or sentence to their nearest TL equivalent. If a SL word or phrase as a translation unit is translated into a TL word or phrase without breaking the TL syntactic rules.

14. Compensation

This procedure is the appropriate one when lost of meaning, sound effect, metaphor or pragmatic effect in one part of a sentence is compenstated in another part, or in another sentence that follows.

15. Component Analysis

When translating an SL word, some part of the word may be missing due to the lack of equivalent in the TL. This procsedure is appropriate one to deal with it. Here, the SL word is split-up into its sense components.

16. Reduction

Reduction procedure eliminates some parts of the SL sentences of phrase, while expansion does the opposite. These procedure are conducted to not embrace part of the SL word Meaning.

17. Expansion

SL word or phrase as a translation unit is replaced with a TL word or phrase which covers the SL word meaning plus something else.

18. Paraphrase

This is amplification of the meaning of a segment of the text. It is used in an 'anonymous' text when it is poorly written or has important implications and omissions.

19. Adaptation

Vinary and Darbelnet (1973) said, to replace a situation of the SL by an analogous situation of the TL (when communicative situations are difficult to understand in the culture of TL, when the situation of the SL does not exist in the TL – a cultural gap – and therefore another equivalent situation has to be created).

20. Notes, Addition, Glosses

These three procedures are meant to provide the reader additional information about the translated word. Notes are used the bottom of page or at the end of the chapter as a way to explain further or to cover the best of translation. Addition are written within the text and glossaries are put at the end of the book.

21. Couplets, Triplets and Quadruplets

These prodecure combine two, three, or four translation procedures respectively for dealing with a single problem in translating.

After the definition about translation procedure above, procedure translation is such a way that have to use to translate a text object such as poetry, script, lyric, book and others in order to make people easier while try to comprehend others works or other language and to make our translation more structured. The translation procedure also used is this study because it has several types of procedure that related to the object and more wearable to use for analyzing process and this part is the main topic of this paper.

2.5.Definition of Menu

According to Kinton and Ceserani (2004: 11) said menu or a bill of fare is a list of prepared and presentation should attract customer and represent value for money. Endar Sugiarto and Sulartiningrum (1996: 20) said that *menu adalah daftar makanan yang telah dipersiapkan yang tersedia di dalam restoran tersebut.*(= Menu is a list of food that prepared and available in the restaurant).

Putra Suarthana (2014: 17) said *menu adalah daftar makanan yang tersedia untuk pelanggan.* (= Menu is a list of food provides for the customer).

Food and beverages should be organized by skeleton menu as follows:

1. Appetizer/ *Hidangan pembuka*
2. Soup/ *Sup* (included as an Appetizer)
3. Maincourse/ *Hidangan utama*
4. Desserts/ *Hidangan penutup*

As the definition above the writer concluded that menu is an important thing in restaurant business that consist of food or beverages list that given to the guest as a tool to inform the customer what the restaurant provide.

The theory by Newmark has been chosen by the writer because this theory more relevant and related to the research and it can be helpful. Furthermore, the writer put a short history of G.H. Universal Hotel that aims to give more information for the readers because the main topic of this paper comes from that hotel.

2.6 History of G.H. Universal Hotel

G.H Universal Hotel was established in 1992 as an inn which has only 22 rooms and the first name was Green Hill Hotel. The owner of Green Hill Hotel is Mr.Agus Yoesman and he is a Chinese descent, he has a child named Elia Yoesman. Ms. Elia Yoesman is the person who transforms all the concept and form of inn hotel into a luxurious and magnificent 5 star hotel after a 4.5 years development because she is an architect graduate from Italy. Then, Green Hill Hotel transformed into a gorgeous hotel with a new name and concept on May 16, 2008, from that date also Green Hill Hotel officially changed its name to G.H Universal Hotel until now and has 105 rooms with various types.

The hotel has its own distinctive features in terms of buildings that was inspired by Renaissance buildings in Italy. The structure of the building is very luxurious with elegantly carved sculptures, the hotel also carries a black color in terms of buildings, uniforms of employees, until the property is used to support

the concept of European-style buildings. The hotel also has a dome that everyone dreams to take a photo at there named Chapel of the Angels located on the rooftop of the building with a 360 degrees city view of Bandung.

G.H. Universal Hotel provides several types of rooms included Superior Room, Deluxe King, Deluxe Double Queen, Princess Suite, Honeymoon Suite, Governor Suite, King Suite, Queen Suite and the last is Presidential Suite.

Not only rooms, G.H. Universal Hotel also has other facilities such as Swimming Pool, Fitness Center, Moyang Spa and Pet Inn. Meanwhile, public access facilities are Pastry Shop, and Tuscany 1, Tuscany 2, Tuscany 3, Perugia, Palermo, Sicilia, Lombardy and Milano as a meeting room. The hotel also has a luxury restaurant that is Belle Vue restaurant located on the rooftop and it is open 24 hours. The details mentioned as follows:

1. Type of Room

No	Room's Types	Capacity	Publish Rate
1	Superior/Standar	53	Rp. 1.750.000
2	Deluxe King	28	Rp. 2.750.000
3	Deluxe Double Queen	18	Rp. 3.250.000
4	Princess Suite	1	Rp. 4.000.000
5	Honeymoon Suite	1	Rp. 5.000.000
6	Queen Suite	1	Rp. 6.750.000
7	Governor Suite	1	Rp. 9.000.000
8	King Suite	1	Rp. 10.000.000
9	Presidential Suite	1	Rp. 15.000.000

2. Meeting Room

Chamber	Size	Location
Hall of Light	32x21x3. 10/6.20	2nd floor
Lombardy Chamber	21x1003. 10	3rd floor
Sicilia Chamber	22.5x5. 5x3. 10	3rd floor
Milano Chamber	16x11x3. 10	5th floor
Perugia	11.70x4. 70x2. 50	Poolside
Palermo	10.23x4.40x2.50	Poolside
Tuscany 1	6.20x30x3	1st floor
Tuscany 2	6.20x30x3	1st floor
Tuscany 3	6.20.30.3	1st floor

3. Restaurant

Kind of Restaurant	Location
Belle Vue 24 hours French and Italian Bistro	5th floor

4. Wedding package

Wedding Package		Capacity	Publish Rate
Buffet Wedding Package	The Wedding 1	Min. 300 pax	Start from Rp. 265.000,-++ (per pax)
Set Menu Wedding Package	European Elite Set Menu	Min. 100 pax	Start from Rp. 515.000,-++ (per pax)
Cia Ciu Wedding Package	Cia Ciu 1	Min. 200 pax	Start from Rp. 2.650.000,-++ (per table)
Other Package	The Pre Wedding	Max 8 hours	Start from Rp. 15.000.000,-++
	Candle Light	2 pax	Start from Rp. 3.000.000,-++

	Dinner		(per couple)
	Sweet Escape	2 pax	Start from Rp. 8.000.000,-++ (per couple)

5. Celebration

Types	Capacity	Published Rate
Birthday Bash	For 50 persons	Rp. 17.500.000,- nett
Table Manner	Min. 50 persons	Rp. 200.000,- per pax
Gathering	For 50-100 persons	Rp. 185.000,- nett/pax
Cooking Class	Min. 10 persons	Rp. 200.000,- ++ /pax
Breakfasting Package	Buffet	Rp. 149.000,- nett/pax

In House Guest Facilities

- Swimming Pool and kids Pool
Start from 6 Am to 7 Pm
- Chapel of the Angels
In open for public used as a facility to take pictures and used as a place of blessing for wedding party
- Spa
Open for in house guest only, start from 11 Am to 11 Pm
- Fitnes Center
Open for in house guest only, start from 7 Am to 5 Pm

- Pet Inn

Used for guest brings pet like dog and cat, open 24 hours and charged with animal maintenance tariffs.

Promo and Package

- Hangout Package (start from 11 Am - 5 Pm)

<p>VENEZIA Rp. 135.000,- nett/pax (1 main dish & 1 beverage)</p> <p>VICENZA Rp. 250.000,- nett/2 pax (2 main dishes & 2 beverages)</p> <p>VERONA Rp. 450.000 (4 main dishes & 4 beverages)</p>

- Daily Promo

Monday: Poulet Ala Biere 20%

Tuesday: Fish and Chip @20%

Wednesday: T-bone Steak 30% + free Ice Tea or Lemon Tea

Thursday: Roasted Lamb Chop 20%

- Beer Night Out

Buy one pitcher get one free round selected pizza

IDR250.000 from Monday to Friday, start from 11 PM to 5 AM

- Wine Promo

Buy one bottle of Domaine Wine get 10% discount

Get extra 5% off for In house guest