

CHAPTER 1

INTRODUCTION

1.1 Background

Translation plays an important role in human life because translation is not only transformed from Source Language (SL) to the Target Language (TL), but also must give right information in order the content of it can be conveyed well the meaning is easy to be understood. Translation is also considered as an art since it deals with the aesthetic aspects of language. Vinay and Darbelnet (1995) also believed that translation sometimes can be considered a creative work of art produced by the translator instead of a process that only adheres to a group of methods and strategies, hence every translator can give a unique translation that no other translator can produce in the same way.

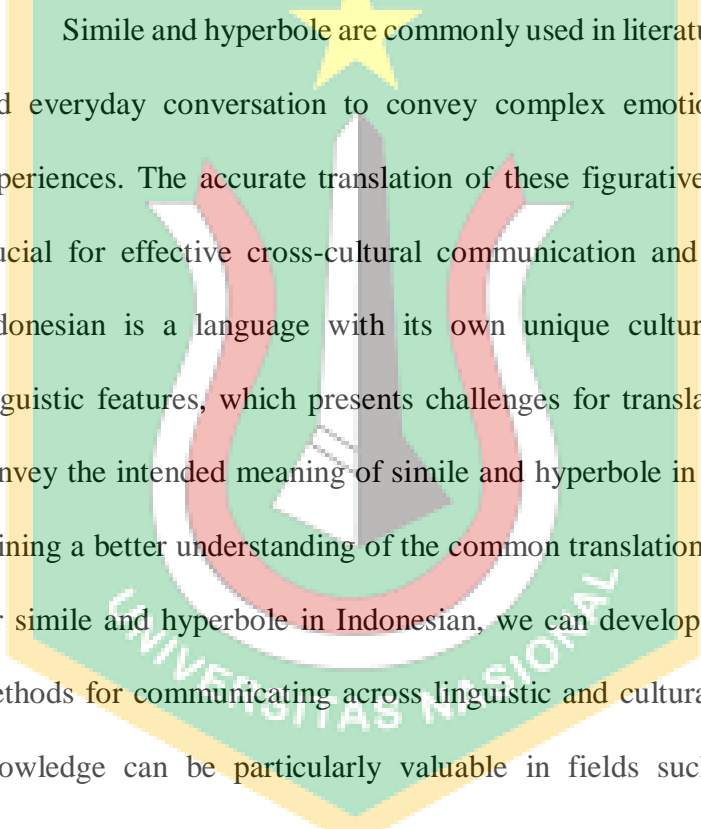
Translation is a method to deliver a message from one language as the source language (SL) to another language as the target language. It can bridge the readers which have different language and culture to understand, the way of translating depends on the translator. A translator can use any kind of the techniques as long as the message can be delivered well and can be understandable.

Translating of figurative language is not as simple as translating ordinary language. Figurative Language is vital because it aims to create certain effects in the expressions that make the readers feel and imagine the feeling the characters possess and how the story happens. It has

different style in expressing the messages and ideas, such as metaphor, personification, hyperbole, simile, etc. . Figurative language that appears in *Thirteen reasons why*, they compel the readers to dig their understanding in relating one phenomenon with the others. Figurative mostly uses connotative expressions which have parable words, the translator needs to understand the meaning. For the purpose of this research, I choose to analyze Figurative Simile and Hyperbole. For the purpose of this research, I choose to analyze Figurative Simile and Hyperbole.

Translation and figurative language are related because figurative language often poses a challenge for translators. Literal translations of figurative language can result in awkward or confusing sentences, and the meaning of the original text may be lost or distorted in translation. Therefore, translators must find creative ways to convey the intended meaning of figurative language in the target language while also maintaining the original style and tone of the text. This requires a deep understanding of the nuances and subtleties of both the source and target languages, as well as an awareness of cultural context and intended audience. By studying the translation of figurative language, we can gain insights into the complexities of language and culture and develop more effective methods for communicating across linguistic and cultural boundaries.

This research aims to investigate figurative language such as simile and hyperbole are translated into Indonesian, a language that has its own unique cultural context and linguistic features. By examining examples of similes and hyperboles and their translation, the research study to identify the common translation strategies used by translators and the factors that influence their decisions.

The image contains a large, semi-transparent watermark of the Universitas Nasional logo. The logo is a shield-shaped emblem with a yellow border. Inside the shield, there is a green field with a white star at the top, a white torch in the center, and a red ribbon-like shape at the bottom. The text 'UNIVERSITAS NASIONAL' is written in white across the bottom of the shield.

Simile and hyperbole are commonly used in literature, advertising, and everyday conversation to convey complex emotions, ideas, and experiences. The accurate translation of these figurative expressions is crucial for effective cross-cultural communication and understanding. Indonesian is a language with its own unique cultural context and linguistic features, which presents challenges for translators seeking to convey the intended meaning of simile and hyperbole in Indonesian. By gaining a better understanding of the common translation strategies used for simile and hyperbole in Indonesian, we can develop more effective methods for communicating across linguistic and cultural barriers. This knowledge can be particularly valuable in fields such as literature, advertising, and international diplomacy, where accurate translation of figurative language is essential for success. Ultimately, the study aims to contribute to the development of more effective methods for translating simile and hyperbole and promote greater cross-cultural communication and understanding between Indonesian and other cultures.

Figurative language is an essential part of human communication, and understanding how it is translated across languages can promote better cross-cultural understanding and communication. Simile and hyperbole are two common forms of figurative language that can convey complex meanings and emotions but translating them accurately can be challenging due to the cultural and linguistic differences between languages. Therefore, this research aims to investigate the common translation strategies used for simile and hyperbole in Indonesian, which is a language with its own unique cultural and linguistic context. The most effective translation strategies, this research can contribute to the development of more accurate and culturally appropriate translations of figurative language, which is especially important in today's globalized world where cross-cultural communication is essential. Accurate translation of figurative language is crucial for success in these fields, and the research can provide valuable insights for translators and other professionals who work with cross-cultural communication. Overall, this research is important as it can promote better cross-cultural understanding, facilitate effective communication, and enhance the quality of translation in various contexts.

As an example, in one of my data

SL: The spot of paint flakes off *like a scab*

TL: Noda cat itu terkelupas *seperti kudis*.

As we can see from this sentence, this is a simile because In English (SL), the sentence states that the "spot of paint" flakes off in a manner similar to how a scab flakes off. The word "like" indicates that there is a resemblance in the way the paint spot and a scab peel off.

In the Indonesian translation (TL), the sentence conveys the same comparison, using the word "seperti" to indicate that the way the paint spot flakes off is similar to how a scab flakes off from the skin.

1.2 Limitation of the study

Based on the explanation in the background of the study, the researcher focuses on figurative Simile & Hyperbole in *Thirteen Reasons why* novel and I am interested to discussing about figurative simile & hyperbole in English – Indonesian translation in *Thirteen Reasons why* and I use Vinay and Darbelnet's translation theory provides a useful framework.

1.3 Research Questions

The problems of the research are formulated in the following questions:

1. How are English simile and hyperbole translated from english into Indonesian?
2. What strategies are used in translating figurative simile & hyperbole in the novel *Thirteen Reasons Why* by Jay Ashar?

1.4 Objective of the Research

1. To analyze the translation of hyperbole and simile from English into Indonesian.
2. To identify the strategies used in translation the words/phrases/clauses/sentences containing the hyperbole and simile.

