

THESIS

**IDEOLOGICAL TENDENCY IN *CHARLIE AND THE CHOCOLATE
FACTORY* AND ITS INDONESIAN TRANSLATION**



JAQUALINA A. S. T. HANS

1510621005

**ENGLISH LITERATURE DEPARTMENT
FACULTY OF ECONOMIC AND SOCIAL SCIENCE
FAJAR UNIVERSITY
MAKASSAR
2019**

THESIS

IDEOLOGICAL TENDENCY IN *CHARLIE AND THE CHOCOLATE FACTORY* AND ITS INDONESIAN TRANSLATION



Submitted for the English Literature Department of Economic and Social Science at Fajar University of Makassar in Partial Fulfillment of the Requirement from the Literature Scholar Degree (S.S)

JAQUALINA A. S. T. HANS

1510621005

**ENGLISH LITERATURE DEPARTMENT
FACULTY OF ECONOMIC AND SOCIAL SCIENCE
FAJAR UNIVERSITY
MAKASSAR**

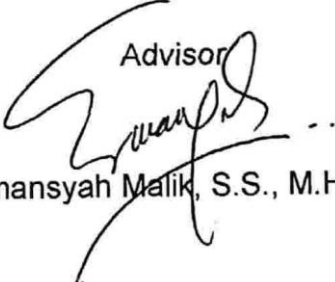
2019

IDEOLOGICAL TENDENCY IN *CHARLIE AND THE CHOCOLATE
FACTORY* AND ITS INDONESIAN TRANSLATION

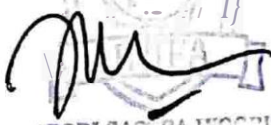
Written and filled by

JAQUALINA A. S. T. HANS
1510621005

Has been checked and approved to be examined

Advisor

Ermansyah Malik, S.S., M.Hum.

Head of English Literature Department
Economic and Social Science
Fajar University


PRODI BASTRA HUMANIS
Andi Febriana Tamrin, S.S., M.Hum.

IDEOLOGICAL TENDENCY IN *CHARLIE AND THE CHOCOLATE FACTORY* AND ITS INDONESIAN TRANSLATION

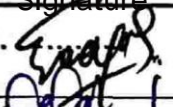
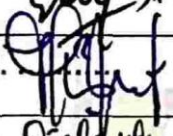
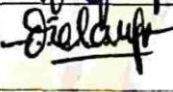
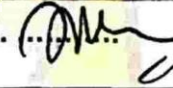
Written and filled by

JAQUALINA A. S. T. HANS
1510621005

Has been maintained in the thesis examination session
on August 28^h 2019
and stated has qualified graduation

Approve

Committee of Examiners

No	Examiners	Position	Signature
1	Ermansyah Malik, S.S., M.Hum	Head	1. 
2	Ana Rosida, S.S., M.Pd.	Secretary	2. 
3	A. St. Aldilah Khaerana, S.S., M.Hum.	Member	3. 
4	Andi Febriana Tamrin, S.S., M.Hum.	External	4. 

Head of English Literature Department
Faculty of Economic and Social Science
Fajar University


Andi Febriana Tamrin, S.S., M.Hum.

PERNYATAAN KEASLIAN

Saya yang bertanda tangan di bawah ini,

Nama : Jaqualina A. S. T. Hans

NIM : 1510621005

Program studi : Sastra Inggris

Dengan ini menyatakan dengan sebenar-benarnya bahwa skripsi yang berjudul ***Ideological Tendency in Charlie and the Chocolate Factory and Its Indonesian Translation*** adalah karya ilmiah saya sendiri dan sepanjang pengetahuan saya di dalam naskah skripsi ini tidak terdapat karya ilmiah yang pernah diajukan oleh orang lain untuk memperoleh gelar akademik di suatu perguruan tinggi, dan tidak terdapat karya atau pendapat yang pernah dituliskan atau diterbitkan oleh orang lain, kecuali yang secara tertulis dikutip dalam naskah ini dan disebutkan dalam sumber kutipan dan daftar pustaka.

Apabila di kemudian hari ternyata di dalam naskah skripsi ini dapat dibuktikan terdapat unsur-unsur plagiasi, saya bersedia menerima sanksi atas perbuatan tersebut dan diproses sesuai dengan peraturan perundang-undangan yang berlaku (UU No. 20 Tahun 2003, pasal 25 ayat 2 dan pasal 70).

Makassar,

Yang membuat pernyataan,



Jaqualine A. S. T. Hans

ACKNOWLEDGMENT

All praise and gratitude be to the One Almighty God for the blessing so that the researcher could complete this thesis. This thesis is the final work and requirement to achieve the bachelor's degree of English Literature (S.S) in English Literature department.

The researcher has faced the difficulty in conducting this thesis, however thanks to the guidance and assistance of various parties, this thesis could be completed. Therefore, the researcher would like to thank

to all parties who have helped the researcher, that are :

1. Ms. Andi Febriana Tamrin, S.S., M.Hum. as the head of English Literature department Fajar University,
2. Mr. Ermansyah Malik, S.S., M.Hum. as the researcher's supervisor who has guided and helped the researcher during the process of writing this thesis,
3. All the lecturers of English Literature departmenpt Fajar University who have taught and guided the researcher during the process of learning in this department.
4. My family, specially my parents who have supported the researcher morally and financially so that the researcher could complete the process of studying in Fajar University,
5. My friend, Ester Ratukore who always supports and accompanies the researcher for almost 24 hours everyday, and my classmates of 2015 for supporting and helping each other through these years,

6. And all parties that the researcher cannot mention one by one, whose role and support are no less important in helping the researcher.

The researcher hopes this thesis will be helpful for the researcher herself, English Literature department, Fajar University, and all the readers. The researcher is fully aware that this thesis still has many shortcomings, therefore the researcher expects criticism and suggestions to improve it.

Makassar, August 2019

The Researcher

ABSTRACT

IDEOLOGICAL TENDENCY IN *CHARLIE AND THE CHOCOLATE FACTORY* AND ITS INDONESIAN TRANSLATION

Jaqualina A. S. T. Hans
Ermansyah Malik

Ideology of a translator is important in translating a text which can lead to what kind of translation the text will be. There are many ways to identify the ideology in a translation product, one of those is by looking at the translation techniques applied through the proper nouns. By that, the objectives of this research are to find out the categories of proper nouns found in the novel, to analyze the translation techniques applied through the proper nouns, and to identify the ideological tendency of the proper noun translation.

The data sources of this research are the novel *Charlie and the Chocolate Factory* by Roald Dahl and Its Indonesian Translation by Ade Dina Sigarlaki, *Charlie dan Pabrik Coklat Ajaib*. The data of this research are all the proper nouns in the both sources. This research used descriptive qualitative method with the note-taking and the listing data sheets as the research instruments. The data were collected and listed at first, then classified to the categories and techniques. After that, the researcher analyzed the classified data to identify the ideological tendency of the translation.

The research finding shows that there are six categories of proper noun namely personal name, geographical unit, nationality, name of holiday, time unit and words used for personification occurred in the novel, and the most occurred category is words used for personification. Meanwhile, there are seven technique of translating proper noun applied namely preservation, addition, localization, globalization, omission, transformation and creation, and the most applied technique is preservation. Then there are two ideological tendencies namely foreignization and domestication, and based on the findings, it can be concluded that the ideological tendency of the novel translation is foreignization.

Keywords: ideological tendency, proper noun, translation technique

ABSTRAK

IDEOLOGICAL TENDENCY IN *CHARLIE AND THE CHOCOLATE FACTORY* AND ITS INDONESIAN TRANSLATION

Jaqualina A. S. T. Hans
Ermansyah Malik

Ideologi seorang penerjemah adalah penting dalam menerjemahkan sebuah teks karena dapat menentukan akan menjadi seperti apa teks terjemahan tersebut nantinya. Ada banyak cara untuk mengidentifikasi ideologi dalam sebuah produk terjemahan, salah satunya adalah dengan melihat teknik terjemahan yang diterapkan melalui *proper noun*. Oleh karena itu, tujuan dari penelitian ini adalah untuk menemukan kategori kata *proper noun* yang ditemukan dalam novel, untuk menganalisis teknik terjemahan yang diterapkan melalui *proper noun*, dan untuk mengidentifikasi kecenderungan ideologis dari terjemahan *proper noun*.

Sumber data penelitian ini adalah novel *Charlie and the Chocolate Factory* karya Roald Dahl dan terjemahan Bahasa Indonesia-nya oleh Ade Dina Sigarlaki, *Charlie dan Pabrik Coklat Ajaib*. Data penelitian ini adalah *proper noun* yang ada pada kedua sumber tersebut. Penelitian ini menggunakan metode deskriptif kualitatif dengan pencatatan dan *listing data sheet* sebagai instrumen penelitian. Pada awalnya data dikumpulkan dan didaftarkan, kemudian diklasifikasikan ke dalam kategori dan teknik. Setelah itu, peneliti menganalisis data yang sudah diklasifikasi untuk mengidentifikasi kecenderungan ideologis terjemahan.

Temuan dari penelitian ini menunjukkan bahwa ada enam kategori *proper noun* yaitu *personal name*, *geographical unit*, *nationality*, *name of holiday*, *time unit* dan *words used for personification* terdapat dalam novel, dan kategori yang paling banyak muncul adalah *words used for personification*. Sementara itu, ada tujuh teknik terjemahan *proper noun* yang diterapkan yaitu *preservation*, *addition*, *localization*, *globalization*, *omission*, *transformation* dan *creation*, dan teknik yang paling banyak diterapkan adalah *preservation*. Kemudian ada dua kecenderungan ideologis yaitu *foreignization* dan *domestication*, dan berdasarkan temuan-temuan tersebut, dapat disimpulkan bahwa kecenderungan ideologis dari terjemahan novel ini adalah *foreignization*.

Kata kunci: *ideological tendency*, *proper noun*, *translation technique*

TABLE OF CONTENTS

	Pages
COVER PAGE	i
TITLE PAGE	ii
APPROVAL SHEET	iii
ENDORSEMENT PAGE	iv
LEGITIMATION SHEET	v
ACKNOWLEDGEMENT	vi
ABSTRACT	viii
<i>ABSTRAK</i>	ix
TABLE OF CONTENTS	x
LIST OF TABLE	xii
LIST OF ABBREVIATIONS	xiii
CHAPTER I INTRODUCTION	1
1.1 Background	1
1.2 Problem Statements	4
1.3 Objective of the Research	4
1.4 Scope of the Research	4
1.5 Significances of the Research	5
CHAPTER II REVIEW OF LITERATURE	6
2.1 Previous Studies	6
2.2 Ideology of Translation	7
2.2.1 Foreignization	8
2.2.2 Domestication	8
2.2.3 Identifying Ideological Tendency of Translation	9
2.3 Proper Noun	11
2.3.1 Definition of Proper Noun	11
2.3.2 Categories of Proper Noun	12
2.3.3 Techniques of Translating Proper Noun	12
CHAPTER III METHODOLOGY OF RESEARCH	18
3.1 Research Design	18
3.2 Data Sources	18
3.3 Research Instruments	19
3.4 Data Collection	19

3.5 Technique of Data Analysis	20
CHAPTER IV FINDINGS AND DISCUSSION.....	21
4.1 Findings	21
4.1.1 Proper Noun Categories.....	21
4.1.2 Technique of Translating Proper Noun	23
4.1.3 Ideological Tendency of the Proper Noun Translation	25
4.2 Discussion	26
4.2.1 Proper Noun Categories.....	26
4.2.2 Technique of Translating Proper Noun	37
4.2.3 Ideological Tendency of the Proper Noun Translation	56
CHAPTER V CONCLUSION AND SUGGESTION.....	60
5.1 Conclusion	60
5.2 Suggestion	61
BIBLIOGRAPHY	62
APPENDICES	64

LIST OF TABLE

Table	Page
Table 1. Proper Noun Categories Examples	21
Table 2. Technique of Translating Proper Noun Examples	24
Tabel 3. Personal Name Category	26
Table 4. Geographical Unit Category	28
Table 5. Nationality Category	30
Table 6. Name of Holiday Category	31
Table 7. Time of Unit Category	32
Table 8. Words Used for Personification	33
Table 9. The Application of Preservation Technique	37
Table 10. The Application of Addition Technique	41
Table 11. The Application of Localization Technique	42
Table 12. The Application of Globalization Technique	44
Table 13. The Application of Omission Technique	47
Table 14. The Application of Transformation Technique	48
Table 15. The Application of Creation Technique.....	54

LIST OF ABBREVIATIONS

- A : Addition Technique
- C : Creation Technique
- G : Globalization Technique
- GU : Geographical Unit Category
- H : Name of Holiday Category
- L : Localization Technique
- N : Nationality Category
- O : Omission Technique
- P : Preservation Technique
- PN : Personal Name Category
- Pg : page
- Pr/L : Paragraph/Line
- ST : Source Text
- T : Transformation Technique
- TT : Target Text
- TU : Time Unit Category
- WPr : Words Used for Personification Category

CHAPTER I

INTRODUCTION

This chapter consists of background of the research, problem statements of the research, objectives of the research, scope of the research and significances of the research. Those will be explained below.

1.1 Background

Novel is one of literary works in the form of fiction prose that written narratively about someone's life. According to Nurgiyantoro (2010: 176-178), novel is a fiction work that built by intrinsic elements and extrinsic elements. A novel can be a mean for the writer to express and share their feelings and/or experiences. In writing a novel as their creation, the writers have certain wishes that they hope can be delivered well through the message contained in their novels. Therefore, a novel not only can be a tool to entertain the readers, but also can give influence and impact to change the world. With their certain wishes in writing a novel, the writer of course wants their novel can be enjoyed by people around the world.

There are a huge numbers of successful novel written by great writers, so that those novels manage to be spread out and read by audiences around the world. To be readable for the audiences around the world which come from different countries and use different languages, those novels will be provided into various languages so that the message of the novel can be delivered well and reach the writer's wishes. Therefore, this definitely relates with translation.

As it is known, translation is turning a text from source language to target language and still holding the meaning from the source language. It can be said that meaning is the core of translation, and according to Katan in Sujarwanto (2014: 16) meaning depends on its given culture. Thus, a translator needs to understand the cultures of both the source text and the target text. It is because they will be

faced not only the different languages but also different cultures in translation process. It can be said that translation is like a cross-culture event since translation is a bridge to connect two different languages.

A translator is expected to be able to deliver the wishes of the writer through the message in a text into the target language. However, a translator also has to consider the rules of target language and the target readers, so that they can represent the wishes of all parties and produce a good quality translation. A good translation is influenced by the orientation of the translator. Speaking of orientation, it is related with the translator's way of thinking or their ideology. Since the translator themselves who decide what the translation product will be, their ideology can determine whether the translation product is acceptable for target readers and has good quality, or something else.

Two former scholars, Schleiermacher (1838) and Venuty (1995: 20) proposed two kinds of translation ideology, they are foreignization and domestication. Foreignization is an ideology where the translator does not give many changes to the expressions in source language so that the readers (in target language) are introduced to words, expressions, culture, or new terms from source language. While domestication is an ideology where the translator translate a text by giving many changes, naturalization, etc to make the translation natural and not seen as a translation text.

In identifying the ideology of translation, it is needed to look at the techniques and/or the methods used in translating. There are several ways to identify the ideology in a translation such as through the culture-specific items (CSI), the culture lexical items (CLI), the lexical, grammatical, textual choice, etc. This research will focus on the techniques used to translate the CSI in the text. Culture-specific item is a cultural phenomenon or terms that belong to a culture which do not exist in other culture. According to Aixela (1997: 59) there are two categories

of CSI such as proper nouns and common expressions. To be more specific, this research chooses to analyze the proper nouns that found in the novel.

According to Alexander (1988: 38) proper noun is a word or group of words that used for particular person, place, object or idea which is unique. Proper noun become a challenge for translator since proper nouns carry a certain message or meaning from the source language. In literature field, proper nouns become an important factor in building and supporting the storyline of a novel. It is important for translator to know well and choose wisely the techniques that will be used to translate proper noun. Davies (2003: 72-89) declared the techniques of translating CSI including proper noun, namely preservation, addition, globalization, omission, localization, transformation, and creation.

Charlie and the Chocolate Factory by Roald Dahl is a best-known novel, published in 1964. The story is about the adventure of Charlie Bucket and other four kids inside the chocolate factory owned by Willy Wonka. Since the novel succeeded to become a best-known novel, the story has been adapted into various media such as plays, film, video games, animations, etc. This novel has been examined by other researchers and the results show that this novel is not only to entertain but also has significant meaning and symbol about the world, depicting morality, history, politics events, power, life struggles, etc. It makes this novel more interesting to be read and analyzed further. In other hand, the researcher believes in this novel there are various proper nouns which can be analyzed since this is a children fantasy novel. Roald Dahl with his great imagination had created names for the characters, things, places and etc to make the story become more interesting. Those are the factors that make the researcher choose this novel as the object to be analyzed for this research.

Based on the statements above, the researcher is interested to identify the ideology of translation of the novel's Indonesian translation. Therefore, the ideology will be identified through the techniques used to translate proper nouns.

1.2 Problem Statements

Based on the background above, the researcher formulates the problem statements of this research as follows :

1. What are the categories of the proper nouns in the novel?
2. What are techniques that are applied through the proper nouns in the novel?
3. What is the ideological tendency of translation in the English version novel and its Indonesian translation?

1.3 Objectives of the Research

Based on the problem statements above, the objectives of the research are :

1. To find out the categories of the proper nouns in the novels.
2. To analyze the translation techniques applied through the proper noun.
3. To identify the ideological tendency of the proper nouns translation.

1.4 Scope of the Research

This research focuses on the translation of proper noun to identify the translation techniques that applied in the Indonesian translation of the novel. Identifying the translation techniques of proper noun can lead to identify the ideological tendency of the translation. The objects of this research are the novel by Roald Dahl, *Charlie and the Chocolate Factory*, published in 1964 and its Indonesian translation, *Charlie dan Pabrik Cokelat Ajaib* by Ade Dina Sigarlaki, published in 2002.

1.5 Significances of the Research

This research is expected to give more information and enrich the reader's knowledge about translation study in the topic of translation techniques specially translation techniques of proper noun and kinds of ideological tendency. This research also would give contributions in providing reference for other translators or students and be beneficial for further translation activities.

CHAPTER II

REVIEWS OF LITERATURE

This chapter consists of previous studies and theoretical background which contains ideology of translation and proper noun. Those will be explained below.

2.1 Previous Studies

There are few former researches that become references for this research. First is *Foreignization and Domestication Ideology in the Translation of Indonesian Culture-Specific Items of Rambe's Mirah dari Banda into Pollard's Mirah of Banda* conducted by Imanina R. Sujarwanto in 2014. The research focuses on analyzing the translation ideology by identifying the translated culture-specific items in the novel *Mirah dari Banda* and its English translation, *Mirah of Banda*. The similarity between the research and this research is analyzing the ideological tendency of a novel and its translation. The difference is this research focuses on analyzing the translation techniques of proper nouns to identify the translation ideology while the other research focuses on the translated CSI to identify the ideology.

The second research is written by Chindytia in 2012, *A Translation Analysis of Proper Names in the Children Fantasy Novel "How to Train Your Dragon"*. Both of Chidytia's research and this research analyze the translation techniques to translate proper name (or in this research uses the term proper noun) of a novel. Moreover, this research analyzes translated proper noun to identify the ideological tendency of translation while the other research only focuses on analyzing the translation techniques of proper name and its effect on the quality of the translation.

The last previous related studies by Erys Shandra, *Ideological Tendency Assessed from the Translation Applied the through the Proper Noun in Joanne K. Rowling's Harry Potter and the Sorcerer's Stone and Its Indonesian Translation Harry Potter dan Batu Bertuah* in 2014. These two researches analyze ideological

tendency of translation through the translation techniques applied in translating proper noun. The difference can be seen in the objects for the researches. The previous research uses the novel *Harry Potter and the Sorcerer's Stone* by J.K. Rowling and its Indonesian translation as the object while this research uses the novel *Charlie and the Chocolate Factory* by Roald Dahl and its Indonesian translation by Ade Dina Sigarlaki. Looking at the object differences which is supported by different writer and translator from the previous study who have their own styles in making their works, does not rule out the possibility that this research will lead to different result.

2.2 Ideology of Translation

Generally, ideology is a principle that embraced by a community. According to Van Dijk as cited in Riyono, dkk (2018: 83) ideology refers to the way people think, speak or argue. In translation field, ideology is a principle of good-bad in translation (Hoed, 2004: 4). Ideology influences particular translation products, whether it is the text writer's ideology or the translator's ideology.

According to Venuti (1995: 20) ideology of translation is a belief of the best translation that is appropriate to the target reader's society and cannot be separated from the culture of the society. The scholar also proposed two ideological tendencies namely foreignization and domestication. Venuti proposed these tendencies as the conclusion of Schleiermacher (1838) statement: "...there are only two. Either the translator leaves the author in peace, as much as possible, and move the readers toward him, or he leaves the readers in peace, as much as possible, and move the author toward him." The researcher takes the statement from Venuti since this research focuses on the ideology of the translator.

Therefore, it can be said that the translator themselves who decides in which way the translation will be. The decision is made by considering the linguistic form

of both source and target language, the cultural concept, the meaning equivalent, and the target readers. In doing the translation, the translator applies particular techniques or methods which are influenced by their ideology through their cultural background and consciousness. By that, the translation product can be oriented either to source culture or target culture.

But there is no absolute ideology in certain text, instead there is only tendency. Since considered as tendencies, the translator usually does not use one kind of ideology to translate the whole text. So it is common to find the translation product that contains two ideological tendencies. There will be one tendency that more dominant compared to another.

2.2.1 Foreignization

"...one is trying to keep the author still while leading the reader to close to the author." (Venuti, 1995: 21). Based on this statement, foreignization is the ideology that source language-oriented. It means that the correct, acceptable and good translation holds the source language and culture. It can be said that this kind of translation is in accordance with the tastes and expectations of the readers who want the presence of source language culture the original language of the writer since they consider the presence of source culture can be beneficial to society.

Shuttleworth and Cowie in Shandra (2014: 52) stated that the design of foreignization is maintaining the foreignness of something original that deliberately breaks the target conventions. The translator does not give many changes to the expressions in source language so that the target readers are introduced to words, expressions, culture, or new terms from source language.

2.2.2 Domestication

"...is trying to keep the reader still while leading the author to close to the reader." (Venuti, 1995: 21). Based on the statement, domestication is the

ideology that target language-oriented. Domestication considers that the correct, acceptable and good translation has to be close to the target language and culture. In other words, the translation does not feel like a translation.

The design of domestication is applying natural style to minimize the strangeness from the source language to be more understandable for the target readers. Therefore, the translator gives many changes or naturalization to naturalize the translation. In other words, the translator is free to determine what is needed so that the translation is not felt as a foreign work for the reader.

2.2.3 Identifying Ideological Tendency of Translation

There are several ways that can be used to identify the ideology in a translation product. One of the ways is through the lexical, grammatical or textual choice. When identifying the ideology through one of them, it mostly uses critical discourse analysis (CDA). According to Fairclough (2010), CDA explores the opaque relationship of causality and determination between events and socio-cultural structures.

CDA views language as social activity that influences language users to use specific forms of language through social factors. The scholar also stated that a text does not convey meaning through linguistic, instead it is produced and analyzed by discursive formation which reflects certain ideology or given ways to control and manipulate power relations. It can be said that CDA tends to look at the ideology of the writer that influences them in writing a text. Therefore, the translator also has to find out and comprehend the writer ideology when translating the text.

Other way to identify the ideology is through culture lexical items (CLI). In the lexicon of every language, a large group of words reflect the specific culture of the language they belong to. Lexical of every language is formed by

each linguistic systems and cultures. Every culture has its own way to express the concept of meaning (Utami, dkk, 2018: 61).

Translator has an important role in translating CLI. Therefore, the ideology of the translator influences the translation product. When translating CLI, translator will pay attention at the lexical meaning which consists of every word or group of words that represent noun, event, object, action, etc. There are two methods of translating CLI namely semantic translation and communicative translation (Utami, dkk, 2018: 67). Those two methods can help to identify the ideology in a translation product. Semantic translation heads to foreignization ideology while communicative translation heads to domestication ideology.

Besides CLI, identifying ideology of translation also can be through culture specific items (CSI). CSI and CLI is related, however CSI is more specific. CSI is terms or phenomenon in a culture that does not appear in other culture. Since it is more specific, according to Newmark in Brasiene (2013: 5) CSI includes ecology, public life, social life, personal life, customs and pursuits, and private passions. Meanwhile according to Aixela (1997: 59) the categories of CSI are proper noun and common expression that appear in a text. Therefore, when CLI pays attention at every word of group of words in a text, CSI pays attention only at certain words.

Since the object of this research is children fantasy novel which is believed to have unique certain words, this research identifies the ideology of translation through the CSI. This research takes the categories of CSI by Aixela, specifically proper noun. Aixela's categories is considered to be more representing the whole of other scholar's categories.

2.3 Proper Noun

2.3.1 Definition of Proper Noun

According to Sinclair (1990) proper noun is defined as the reference to people or things by name. Proper noun is a kind of noun. Since noun is a word or phrase of something, it is used to identify a person or thing. From other statement proposed by Collins as cited in Chindytia (2012: 14) proper name, or also known as proper noun, is a word or term to entitle thing that represents the form of the thing.

Other scholar, Alexander (as cited in Shandra, 2014: 17) stated proper noun is unique word for a particular person, place, object or idea. Meanwhile, Frank (as cited in Shandra, 2014: 17) indicated in writing proper noun begins with a capital letter. Proper noun has unique side that differentiates it from common noun. As it is known, common noun is general term of something, for example *water, day, or street*. While proper noun is a unique specific name of something, for example *Aqua* (Indonesian mineral water), *Monday*, or *Jenderal Sudirman street*. From the statement, it is unnecessary to use demonstrative pronouns such as *the, that, this, those*, etc to determine a proper noun of existing nouns in a text. Shortly, the writer can straightly write the name of the thing.

To conclude those definitions above, researcher takes Webster's in Shandra (2014: 37) statement about proper noun definition. The scholar stated that proper names or proper noun is a word or group of word that names a particular person, place or thing and written with a capital letter in the beginning. Names are not only built by a word, but there are also names that built by a group of words or phrases. It is in line with the definition of noun mentioned before.

2.3.2 Categories of Proper Noun

Howard (2009) proposed nine categories of proper noun, such as : (1) part of person's names, for example like *Charli Bucket*; (2) given or pet names of animals; (3) geographical and celestial names; (4) monuments, buildings, meeting rooms, for example like *Wonka's Factory*; (5) historical events, documents, laws, periods; (6) months, days of the week, holidays, for example like *Christmas day*; (7) groups and languages; (8) religion, deities, scriptures; and (9) awards, vehicle, vehicles models, brand names, for example like *the great glass elevator*.

According to other scholar, Frank in Shandra (2014: 19), categories of proper noun are distinguished into six categories. They are (1) personal name, for example like *Willy Wonka*; (2) geographic units name such as country, city, river, etc., for example like *India* ; (3) nationality and religion for example like *Indian*; (4) name of holiday, for example like *Christmas day*; (5) time units, for example like *Sunday* or *morning*; (6) and word used for things that treated as person (personification) and/or object, for example like *caramels* or *marshmallow*.

And from those few categories above, this research takes the categories of proper noun proposed by Frank since they are considered to be more comprehensive and suitable covering various proper nouns in the object that being analyzed.

2.3.3 Techniques in Translating Proper Noun

There are many techniques or procedure of translating proper noun delivered by former scholars. Hervey and Higgins as cited in Chynditia (2012: 34) proposed some techniques in translating proper names:

1. **Exotism.** This technique is similar to literal translation which takes over the unchanged from source text to the target text. But exotism

has no cultural transposition. For example: Source language (SL) *marshmallow* to target language (TL) *marshmallow*.

2. **Transliteration.** This technique adapts the names into target language to conform the phonic or graphic conventions of the target language.
3. **Cultural Transplantation.** This technique replaces source language names with indigenous target language names which are not equivalent to their culture but have similar cultural connotations.

Meanwhile, Fernandes (2006: 44-55) proposed ten suitable procedures for translating names when the scholar discussed about translation of names in children's fantasy literature in his paper. The procedures consist of following below

1. **Rendition.** This technique is used when the name in source language has transparent meaning in target language. In other words, this technique is used when there is equivalent word of source language in target language. For example: SL *chocolate ice cream* to TL *es krim coklat*.
2. **Copy.** This technique reproduces the names exactly the same as in the source language without any changes. Fernandes admitted that this technique is similar to the concept of *borrowing* technique by Vinay and Darbelnet. For example: SL *Grandpa Joe* to TL *Grandpa Joe*.
3. **Transcription.** Translator may add or change the position letter of the word (name) in translating the name in the closest-sounding letters of a different target alphabet. This technique is used when a name is adapted at the level of morphology, phonology, and grammar to conform the target language system.

4. **Substitution.** This technique is used when source language name can be substituted with any name in target language which is not related semantically. The names from both source and target language have their own referential world but are not related in the term of form and/or semantic significance.
5. **Recreation.** This technique recreates new name in the source language into target language to reproduce similar effect of this newly-created referent in the setting of another target cultural. There is no lexical items exist in both source and target language.
6. **Deletion.** This technique removes part of source text names in the target language. It is used when the names do not really have important role in developing the narrative, and are not relevant enough as the effort to make the target language reader understand. For example: SL *Fizzy Lifting Drinks* to TL *minuman yang mengangkat*.
7. **Addition.** This technique adds extra information to the original name. The aim is to make it more understandable for the target language readers. This is usually used to avoid ambiguities that might exist in translating particular name. For example: SL *buttercup* to TL *bunga Buttercup*.
8. **Transposition.** This technique replaces one word class with another without changing the meaning of the original message. Transposition involves structural changes to isolate the word-class change as being interest in itself.
9. **Phonological Replacement.** This technique replaces the letter of the name in the source language with target language name which

is phonemically similar to it to try mimicking phonological feature of source language.

10. **Conventionality.** Fernandes stated that this technique is commonly used with names of historical/literary figures and geographical locations. The name in source language which does not have equivalent word in target language is translated into other word that has same reference of definition.

Another reference of translating proper noun techniques comes from Davies (2003). Davies distinguished seven techniques of translation that are used to translate culture specific items, which according to Aixela, CSI includes proper noun. Below are the explanation of those seven techniques :

1. **Preservation.** This techniques transfers the terms in source language directly without any further explanation. Preservation occurs when translator decides to maintain the source language term and concept in transferring them into target language. The terms will be left the same as in source language without any changes or translated to transparent meaning. For example : SL *Grandpa Joe* to TL *Grandpa Joe*.
2. **Addition.** This technique is applied when translator decides to keep the original term of the source language but add any information that is needed. The term is directly transferred into target language without any changes but provides additional information which is equivalent in target language. For example: SL *Toffee* to TL *Toffee-Permen Keras*.
3. **Omission.** This technique is used when the translator faces difficulty in translating culture specific item. The term will be omitted if there are no equivalent word and/or substitutes in the target language. The

omission can be done in replacing word in the source text or in particular dialect change which is to gain a more standardized one.

For example : SL *Fizzy Lifting Drinks* to TL *Minuman yang Mengangkat*.

4. **Globalization.** This technique replaces culture specific items with more neutral or general terms so they can be more understandable for readers from a wider range of cultural backgrounds. Davies stated that globalization may cause the loss of effect in translation which means this technique replaces culture specific items in source language with the terms that have less cultural associations. For example: SL *icebox* to TL *kulkas*.
5. **Localization.** The techniques attempts to replace the culture specific items with terms or words that are more familiar to the target language readers. That means localization technique is contrary to globalization since it tries to avoid the loss of effect and does not effect the meaning of the translation. The terms in source language that sounds strange to target readers will be replaced by popular and well-known terms in target culture. For example: SL *the Camel* to TL *si Onta*.
6. **Transformation.** This techniques is used to transform the source text names with purpose of fitting it to the target language taste and aptitude by transforming the term with equivalent terms exist in the tager language. Davies stated that the transformation is made based on the translator's consideration of target readers' taste, aptitude and capacity. For example: SL *the Buckets* to TL *keluarga Bucket*.
7. **Creation.** The term in source language is transferred by recreating it into totally different term. The term will be semantically different,

but still familiar to the target readers. The translator may translate the term into different one that can describe the context of the story. This technique is rarely used and often needs a compensation idea. For example : SL *The Great Big Greedy Nincompoop* to TL *Gentong Gendut Rakus yang Nyaris meletup*.

From all the techniques above, the researcher takes the translation techniques of proper noun proposed by Davies (2003). Since this research identifies the ideology of translation through CSI specifically proper noun, therefore those techniques are considered to be more suitable. The researcher also considers that Davies' techniques represent the whole techniques used in the object of this research.

CHAPTER III

METHODOLOGY OF RESEARCH

This chapter consists of research design, data sources, research instruments, data collection and data analysis. Those will be explained below.

3.1 Research Design

This research uses descriptive qualitative to gain the objectives since the data sources are in the form of texts and the results are presented in description form. The statement is supported by Creswell (2003: 58) who stated that qualitative research is used to explore and understand a central phenomenon which is in the form of words or images, and analyze information for descriptive and themes.

The phenomenons that were being studied in this research are the category of proper nouns exist in the text, the translation techniques of proper nouns applied, and the ideological tendency of the translator. The ideological tendency is identified through the dominant translation techniques.

3.2 Data Sources

The data used in this research is the proper noun that exist in the objects. To be more specific, the data are in the form of words and group of words or phrase which will be taken from the expressions or sentences in the objects. The sources of data are the novel *Charlie and the Chocolate Factory* by Roald Dahl and its Indonesian translation *Charlie dan Pabrik Coklat Ajaib* that translated by Ade Dina Sigarlaki. The English version was published by Penguin Group in 2007 and consists of 30 chapters and 155 pages, while the Indonesian version was published by PT Gramedia Pustaka Utama in 2010 and consists of 30 chapters and 200 pages.

3.3 Research Instruments

To collect and analyze the data, this researcher was helped by two instruments which are note-taking and listing data sheet. Note-taking is a techniques to write down or record key points of information. Therefore, note-taking is one of the important part in the research process.

Listing data sheet was used to list all the data that have been record by note-taking and consists of two data sheets that aim to classify the data. The first data sheet will be classified and categorized into several categories. The second data sheet will classify the techniques and their ideological tendencies.

3.4 Data Collection

The researcher collected the data by observing all the proper nouns that exist in the source text and its Indonesian translation. As for, there are several steps that will be done as the following below :

1. Scanning all the proper nouns in the English version, *Charlie and the Chocolate Factory*.
2. Scanning all the proper nouns in the Indonesian version, *Charlie dan Pabrik Coklat Ajaib*.
3. Note-taking and listing all the proper noun exist in the both source texts. This was done chapter per chapter, start with the first chapter of the English version and continued with the first chapter of the Indonesian version, then continued the rest in the same way.
4. Classifying the listed proper nouns. This was done by splitting up the listed proper nouns into the six categories mentioned before.
5. Analyzing the data to identify the techniques applied to translate the proper nouns. The dominant techniques applied detected the ideological tendency contained in the text.

3.5 Technique of Data Analysis

According to Wiersma in Shandra (2014: 69), data analysis usually runs together with data collection. The researcher analyzed the first and second problem statements which are the proper noun and the techniques applied descriptively. The existed proper noun in the English version were listed and compared to proper noun in Indonesian version. They were classified into two classification which the first is categorization classification based on seven categories of proper noun by Frank, and the second is techniques classification based on translation techniques of proper noun by Davies.

The third problem statements which the ideological tendency were analyzed through the classified techniques. The dominant translation techniques applied by the translator could reveal the ideological tendency of the text. The foreignization ideology could be detected by the application of preservation and addition technique. Meanwhile, the domestication ideology could be detected by the application of localization, transformation, omission, and globalization technique.

The data were analyzed through several ways, such as firstly the determining of proper nouns was done by following the definition of proper noun. After the proper nouns were found, they were analyzed to find out their existences, definitions or characteristics, and their transparent meaning. The next steps are categorizing and classifying the data, as mentioned in above paragraphs. In classifying the data to the techniques, the researcher attempted to fit the data with the definitions and characteristics of each techniques. And the last step is determining the ideology of each data, as mentioned in above paragraph.

CHAPTER IV

FINDINGS AND DISCUSSION

This chapter presents the finding and discussion of the research which consists of proper noun categories, techniques of translating proper noun, and ideological tendency of the translation. Those are explained bellow.

4.1 Findings

4.1.1 Proper Noun Categories

There are 186 proper nouns found in the novel. Adopting the category of proper noun by Frank (1972), the researcher found that personal name category occurred 53 times, geographical unit category occurred 27 times, nationality category occurred 4 times, name of holiday occurred 1 time, time unit category occurred 4 times, and words used for personification category occurred 97 times in the novel. Based on the information, the most category that occurred in the novel is words used for personification. Followings are the examples of each categories.

Data	Source Text (ST)	Target Text (TT)
7	Mr. and Mrs. Bucket have a small boy whose name is Charlie Bucket . (p.2)	Mr. dan Mrs. Bucket punya anak laki-laki kecil bernama Charlie Bucket . (p.12)
21	"... He's a magician with chocolate!" (p.9)	"... Ia seperti tukang sihir untuk cokelat!" (p.21)
20	"And is Mr. Willy Wonka really the cleverest chocolate maker in the world?" (p.9)	"Dan apakah Mr. Willy Wonka betul-betul pembuat cokelat paling pintar di dunia?" (p.21)
51	In far-off Russia , a woman called Charlotte Russe claimed to have found the second ticket, ... (p.23)	Di Rusia yang jauh, seorang wanita bernama Charlotte Russe mengumumkan bahwa ia menemukan tiket kedua,... (p.38)

15	It was Wonka's Factory , ... (p.7)	Nama pabrik itu Wonka's Factory ,... (p.18)
32	"Tell Charlie about that crazy Indian prince," ... (p.12)	"Ceritakan pada Charlie tentang pangeran India yang sinting itu," ... (p.24)
128	"He was hopping about among the saucepans and the machines like a child among his Christmas presents, ... (p.88)	Ia melompat-lompat di antara panci masak dan mesin seperti anak kecil di antara hadiah Natal , ... (p.117)
12	Sundays were a bit better. (p.5)	Tapi pada hari Minggu keadaan sedikit lebih baik. (p.16)
47	Everyone will be buying Wonka's candy bars in the hope of finding one! (p.20)	Semua orang akan membeli cokelat Wonka karena berharap mendapatkan tiket itu! (p.34)

Table 1. Proper Noun Categories Examples

The personal name category is shown in data 7, 21 and 20 in the table above. Personal name category in the novel contains name of individual or group, name of occupation or position, and epithet, as long as the name refers to person. Data 7 is the example of the name of a person or character. Data 21 is the example of the name of occupation. Data 20 is the example of an epithet.

The geographical unit category is shown in data 51 and 15 in the table above. In the novel, the category covers name of countries and places. Data 51 is the example of the name of country, while data 15 is the example of the name of a place, specifically the name of building.

The nationality category is shown in data 32 in the table above. In the novel, this category covers the name of nationality or name of things that

indicate a nationality. Data 32 is the example of the nationality of an extra character in the novel.

The name of holiday is the least category in the novel that occurred only one time and shown in data 128 in the table above. The category covers the name of religious holiday, specifically Christian holiday.

The time unit category is shown in data 12 in the table above. This category covers the name of days, months and seasons in the novel. Data 12 is the example of the name of days.

The words used for personification is shown in data 47 in the table above. This category covers the name of all things or abstractions treated as person, but also all things in the form of object which occurred dominantly in the novel. Data 47 is the example of the name of an object.

4.1.2 Techniques of Translating Proper Noun

The researcher found that the seven techniques of translating proper noun proposed by Davies (2003) are applied by the translator in the translation product (Indonesian version of the novel). The data findings show that the preservation technique is applied 121 times, addition technique is applied 3 times, localization technique is applied 9 times, globalization is applied 10 times, omission technique is applied 3 times, transformation technique is applied 35 times, and creation technique is applied 5 times. Based on the information the most technique that applied is preservation. Followings are the examples of each techniques.

Data	Source Text (ST)	Target Text (TT)
16	... owned by a man called Mr. Willy Wonka , the greatest inventor and maker of chocolate ... (p.7)	... milik pria bernama Mr. Willy Wonka , seorang pencipta dan pembuat cokelat paling hebat ... (p.18)
74	The day I have chosen for the visit is the first day in the month of February . (p.51)	hari yang kupilih untuk kunjungan ini adalah hari pertama pada bulan Februari . (p.72)
84	On the door, in large letters, it said: The Chocolate Room (p.63)	Pada pintu itu tampak tulisan dengann huruf-huruf besar: Ruang coklat (p.86)
131	"Over here I am inventing a completely new line in toffees! " (p.90)	"Di sebelah sini aku menciptakan jenis toffee—permen keras —yang sama sekali baru." (p.120)
158	Stickjaw for Talkative Parents . (p.120)	Permen Rahangkaku buat Orang Tua Bawel . (p.158)
77	"Who's the kid with a picture of The Lone Ranger stenciled on his windbreaker? (p.56)	"Siapa anak yang memakai jaket dengan gambar The Lone Ranger itu?" (p.77)
144	Fizzy Lifting Drinks , it said on the next door. (p.105)	Minuman yang Mengangkat , kata tulisan di pintu berikutnya. (p.139)
27	... and rich caramels that change color every ten seconds as you suck them... (p.11)	... dan caramel gurih yang berubah warna setiap sepuluh detik ketika diisap... (p.23)
150	The Rock-Candy Mine – 10.000 feet deep , it said on one. (p.120)	Tambang Permen Karang – Sedalam 3.000 meter , demikian tulisan pada satu sisi. (p.157)
72	... shouted Grandpa Joe, who was still dancing around the floor like a dervish in his stripped pajamas. (p.49)	... seru Grandpa Joe, yang menaritari di lantai seperti penari sirkus dengan piamanya yang bergaris-garis. (p. 70)

Table 2. Techniques of Translating Proper Noun Examples

The preservation technique is shown in data 16, 74 and 84. Besides just preserving the name, this technique also covers literal translation and transparent meaning. Data 16 is the example of preserving the name. Data 74

is the example of transparent meaning. Data 84 is the example of literal translation.

The addition technique is shown in data 131. The name is maintained but there is an addition of information about the name in the target language.

The localization technique is shown in data 158. This technique covers the using of local term and the changing of foreign writing style to local writing style. Data 158 is the example of the using of local term.

The globalization technique is shown in data 77. The name is translated into more general word or term in the target language.

The omission technique is shown in data 144. There is one word that being omitted. In this case, the omission is to reduce the foreignness.

The transformation technique is shown in data 27 and 150. This technique transforming the name with purpose of fitting it to target language taste and aptitude, which may contain different meaning between each names of the source and target language. Transformation also includes the substitution of source language names into equivalent names that exist in the target language.

The creation technique is shown in data 72. This technique is creating a new name in the translation that totally different with the source language name. Creation technique occurs when the name is not well-known in target language.

4.1.3 Ideological Tendency of the Proper Noun Translation

Former scholar, Venuty, proposed two ideology of translation namely foreignization and domestication. According to Davies (2003), each ideology

can be identified by the techniques, such as foreignization can be identified by the application of preservation and addition techniques, while domestication can be identified by the application of localization, globalization, omission, transformation and creation techniques. The findings of this research show that from 186 data, there are 124 data lead to foreignization and 63 data lead to domestication. Based on the information, the ideological tendency of proper noun translation in the novel is foreignization.

4.2 Discussion

4.2.1 Proper Noun Categories

a. Personal Name Category

Data	Source Text (ST)	Target Text (TT)
48	The finder was a boy called Augustus Gloop , ... (p.21)	Penemunya adalah anak laki-laki bernama Augustus Gloop , ... (p.36)
55	The lucky person was a small girl called Veruca Salt who lived with her rich parents in a great city far away. (p.24)	Orang yang beruntung itu adalah gadis kecil bernama Veruca Salt yang tinggal bersama orang tuanya yang kaya di kota besar yang jauh. (p.39)
59	"the third ticket was found by Miss Violet Beauregarde . (p.30)	"tiket ketiga ditemukan oleh Miss Violet Beauregarde . (p.46)
65	"was found by a boy called Mike Teavee ." (p.32)	"ditemukan oleh anak laki-laki bernama Mike Teavee ." (p.49)
14	But I haven't yet told you about the one awful thing that tortured little Charlie, the lover of chocolate , more than anything else. (p.7)	Tapi aku belum menceritakan satu hal yang sangat menyiksa si kecil Charlie, si penggemar coklat , lebih dari apa pun. (p.17)
17	... owned by a man called Mr. Willy Wonka, the greatest inventor and maker of chocolate ... (p.7)	... milik pria bernama Mr. Willy Wonka, seorang pencipta dan pembuat coklat paling hebat ... (p.18)
61	There was great excitement in the Beauregarde household when our reporter ... (p.30)	Rumah keluarga Beauregarde ramai sekali ketika wartawan kami... (p.46)

71	"You look like you wanted that one, sonny," the shopkeeper said pleasantly. (p. 43)	"Kelihatannya kau membutuhkan sekali coklat itu, nak," ujar si pemilik toko ramah. (p.62)
22	"... And all to the kings and presidents of the world as well." (p.10)	"... Dan ia juga mengirimkannya kepada semua raja serta presiden di seluruh dunia." (p.23)
33	"You mean Prince Pondicherry ?" (p.12)	"Maksudmu Pangeran Pondicherry ?" (p.24)

Table 3. Personal Name Category

The personal name category in the novel mostly consists of names of individual person and followed by epithets and occupations as long as they refer to a person or group of person. Data 48, 55, 59 and 65 are some data that included to name of person since those names refer to person or characters in the novel. *Augustus Loop* is the first finder of the first golden ticket. He is characterized as a fat and greedy boy. *Veruca Salt* is the second finder of the second golden ticket. She is characterized as a girl who spoiled by her parents. *Miss Violet Beauregarde* is the third finder of the third golden ticket. She is characterized as an ambitious girl who chews gum all day long. *Mike Teavee* is the fourth finder of the fourth golden ticket which characterized as a rude boy who does nothing but watch television every day.

Besides name of person, there is epithet that refers to person. Data 14 and 17 are two of the data that included to epithet. *The Lover of Chocolate* refers to a person who loves chocolate that the researcher considered the name was similar to an occupation but more about fondness since the person does something which is enjoying what he likes. *The Greatest Inventor and Chocolate Maker* is under this category since it is an epithet, and the word *inventor* and *maker* refer to a person who invents and makes something.

Then, there is name of occupation and position. Occupation and position are in this category since they refer to a person, or in other words are done by a person. Data 61 and 71 are two of the data that included to the name of occupation. *Reporter* refers to a person who works in journalism and has the job to report news or conduct interview for the press or broadcasting media. *The shopkeeper* refers to an occupation which is done by a person who owns and manages a shop. Meanwhile, data 22 and 33 are two of the data that included to the name of position. According to Oxford English Dictionary Online, *king* is the male ruler of an independent state, especially one who inherits the position by right of birth. *President* is the elected head of a republican state. Based on the definition, both are the name of position. As well as the word *prince* that indicates the name of position.

b. Geographical Unit Category

Data	Source Text (ST)	Target Text (TT)
10	He worked in a toothpaste factory , ... (p.5)	la bekerja di pabrik odol , ... (p.15)
19	"It is really true that Wonka's Chocolate Factory is the biggest in the world?" (p.8)	"Apakah betul Wonka's Chocolate Factory merupakan pabrik cokelat terbesar di dunia?" (p.20)
34	"... and asked him to come all the way to out to India ..." (p.12)	"... dan memintanya datang jauh-jauh ke India ..." (p.25)
51	In far-off Russia , a woman called Charlotte Russe claimed to have found the second ticket, ... (p.23)	"Di Rusia yang jauh, seorang wanita bernama Charlotte Russe mengumumkan bahwa ia menemukan tiket kedua, ... (p.38)
66	" The Teavee Household ," said Mr. Bucket, ... (p.32)	ujar Mr. Bucket meneruskan membaca, " rumah keluarga Teavee ... (p.49)
84	On the door, in large letters, it said: The Chocolate Room (p.63)	Pada pintu itu tampak tulisan dengann huruf-huruf besar: Ruang cokelat (p.86)

92	"Imported direct from Loompaland ," said Mr. Wonka proudly. (p.68)	"Diimpor langsung dari Loompaland ," ujar Mr. Wonka bangga. (p.93)
124	On the door it said, Inventing Room – private – keep out. (p.87)	Pada pintu itu tertulis, Ruang Penciptaan – pribadi – Dilarang masuk. (p.116)
185	Charlie's Chocolate Factory (p.150)	Pabrik Cokelat Charlie (p.194)

Table 4. Geographical Unit Category

Frank in Shandra (2014:70) stated that geographical unit category covers any name such as countries, cities, rivers, etc. After doing a further research and adjustment to the content of the story, the researcher considered to include the name of places. According to Oxford English Dictionary Online, place is a particular area in space or a large surface. The data findings show that name of building and places occurred frequently in the novel, and followed by name of countries.

Data 10, 19, 66 and 185 are some of the data that included to the name of buildings. Based on the definition of place above, building is also under the place. *Toothpaste Factory* is an industrial building that contains machines to produce a product which in this case is toothpaste. *Wonka's Chocolate Factory* is the name of a building. Factory which in target language (Indonesian) is *pabrik*, is an industrial building. As well as *Charlie's Chocolate Factory* is the name of a building. The factory was previously owned by Mr. Willy Wonka with name *Wonka's Chocolate Factory*. But the factory is handed over to Charlie Bucket, who wins the factory according to the story. Meanwhile *The Teavee Household* refers to a house where the Teavee family live. House is an object which in the form of building for human habitation.

Data 84 and 124 are two of the data that included to the name of places. *The Chocolate Room* refers to a place which is an important room, the center of the factory where all things in this place are made of chocolate and edible. As well as *Inventing Room* refers to a place which is where all the new recipes and variants of candy and chocolate are invented. The name of the rooms are included to name of places since they are a part of the building, specifically the Wonka's Factory building.

Data 34, 51 and 92 are some of the data that included to the name of countries. The name *India* is the name of a country in Asia while *Russia* is the name of a country in Eastern Europe and North Asia. *Loompaland* refers to a country where the Oompa-Loompas lived. However, *Loompaland* is an imaginary country that created by the author and described as a terrible country since there is only thick jungles infested by the most dangerous beasts.

c. Nationality Category

Data	Source Text (ST)	Target Text (TT)
32	"Tell Charlie about that crazy Indian prince," ... (p.12)	"Ceritakan pada Charlie tentang pangeran India yang sinting itu, " ... (p.24)
91	The Oompa-Loompas (p.68)	Bangsa Oompa-Loompa (p.93)
99	I said (speaking not in English , of course, but in Oompa-Loompish). (p.70)	Kataku (aku tentunya tidak berkata dalam bahasa Inggris , tapi dalam bahasa Oompa-Loompa). (p. 94)
100	I said (speaking not in English, of course, but in Oompa-Loompish). (p.70)	Kataku (aku tentunya tidak berkata dalam bahasa Inggris , tapi dalam bahasa Oompa-Loompa). (p. 94)

Table 5. Nationality Category

Frank (1972) included the name of nationality and religion to the categories of proper noun. However, there is no religion found in the novel, that the researcher only included nationality to the data findings. According to Oxford English Dictionary Online, nationality is the status of belonging to a particular nation. Data in the table above are the proper nouns under nationality category found in the novel.

Data 32, *Indian* refers to the nationality of a prince who is crazy for asking Mr. Willy Wonka to build him a colossal palace made of chocolate. Data 91, *The Oompa-Loompas* name is an imaginary name. The translation of the name shows clearly that the name is included to nationality category since the words *bangsa* means nation in the source language. Nationality refers to the citizenship of a nation.

Data 99 and 100 are languages of particular countries. The researcher decided to include the data since language identifies a nationality of someone and can determine from what nation they are since language unites a large group of people to become a nation. As it is known, nation is a large body of people united by common descent, history, culture, or language, inhabiting particular country or territory. *English* is a language that used in some countries which becomes the international language of the world. Meanwhile, *Oompa-Loompish* is an imaginary name of a language that used by *the Oompa-Loompas*.

d. Name of Holiday Category

Data	Source Text (ST)	Target Text (TT)
128	He was hopping about among the saucepans and the machines like a child among hills Christmas present,...(p.88)	la melompat-lompat di antara panci masak dan mesin seperti anak kecil di antara hadiah Natal , ... (p.117)

Table 6. Name of Holiday Category

The name of holiday category is the least category that occurred only one time in the novel. According to Oxford English Dictionary Online, holiday is a day of festivity or recreation which no work is done. *Christmas* is the name of a holiday that celebrated by Christian. The celebration is held on December 25th which an official public holiday all over the world that no work is done.

e. Time Unit Category

Data	Source Text (ST)	Target Text (TT)
8	In the summertime , this wasn't too bad, but in the winter, freezing cold draft blew across the floor ... (p.5)	Pada musim panas tidur di lantai memang tidak terlalu menyiksa,tapi pada musim dingin angin dingin berembus lewat celah lantai ... (p.15)
9	In the summertime, this wasn't too bad, but in the winter , freezing cold draft blew across the floor ... (p.5)	Pada musim panas tidur di lantai memang tidak terlalu menyiksa,tapi pada musim dingin angin dingin berembus lewat celah lantai ... (p.15)
12	Sundays were a bit better. (p.5)	Tapi pada hari Minggu keadaan sedikit lebih baik. (p.16)
74	The day I have chosen for the visit is the first day in the month of February . (p.51)	hari yang kupilih untuk kunjungan ini adalah hari pertama pada bulan Februari . (p.72)

Table 7. Time Unit Category

The time unit category covers the name of days and months since Frank (1972) gave the examples such as *Saturday* and *June*. But the findings of this research made the researcher to include the name of seasons to this category since they also could indicate the time unit.

Data 8 and 9 are the two of season names. *Summertime* and *Winter* are the names of season in the northern and southern of earth. Season relates with time since season is one of the division of year, for example summertime in northern begins at around June 21st until September 23rd, and winter begins at around December 20th until March 19th. Meanwhile data 12, *Sunday* is the

name of a day. Data 74, *February* is the name of the second month of the year.

f. Words Used For Personification Category

Data	Source Text (ST)	Target Text (TT)
44	"that is one of the great mysteries of the chocolate-making world. " (pg.18)	"itulah salah satu misteri besar dalam dunia pembuatan cokelat. " (p.32)
47	Everyone will be buying Wonka's candy bars in the hope of finding one! (p.20)	Semua orang akan membeli cokelat Wonka karena berharap mendapatkan tiket itu! (p.34)
57	Wonka's Whipple-Scrumptious Fudgemallow Delight , it said on the wrapper. (p.26)	Pada bungkusnya tertulis Wonka's Whipple-Scrumptious Fudgemallow Delight. (p.42)
78,79, 80,81, 82,83	... the smell of roasting coffee , and burnt sugar , and melting chocolate and mint and violets and crushed hazelnuts and apple blossom and caramel and lemon peel (p.61)	... bau kopi panas, gula bakar, cokelat cair, permen, violet dan hazelnut tumbuk , ditambah bau bunga apel, karamel dan kulit jeruk (p.84)... (p.38)
85,86, 87	... weeping willows and alders and tall clumps of rhododendrons with their pink and red and mauve blossoms. (p.64)	... weeping willow, alder , rumpun tinggi rhododendrons dengan bunga merah muda, merah dan merah tua. (p.89)
89	I call it swudge! (p.66)	Aku menamakannya swudge! (p.90)
93,94, 95	... hornswogglers and snozzwangers and those terrible wicked whangdoodles. (p. 69)	... hornswoggler, snozzwangers, dan whangdoodle yang mengerikan dan jahat. (p.93)
105	... happens to lead directly to the room where I make a most delicious kind of strawberry-flavored chocolate-coated fudge. . . . " (p.75)	... langsung menuju ruangan tempat aku membuat fudge lapis cokelat rasa stroberi paling lezat. . . ."(p.101)
138	"They'll roll her into the de-juicing machine , and she'll come out just as thin as whistle!" (p.102)	"Mereka akan menggelindingkannya ke dalam mesin peras , dan dia akan muncul kembali sekurus suling!" (p.135)

141	“It has picture of fruits on it – bananas, apples, oranges, grapes, strawberries, and snozzberries. . . . ” (p.104	Ada gambar buah-buahan pada kertas itu – pisang, apel, jeruk, anggur, stroberi, dan snozzbery. . . ” (p.138)
154	Exploding Candy for Your Enemies. (p.120)	Permen Meledak Buat Musuhmu. (p.158)
167	A great, craggy mountain made entirely of fudge, ... (p.122)	Sebuah gunung besar dan terjal yang keseluruhannya terbuat dari fudge, ... (p.161)
175, 176, 177, 178	With Mr. Tod, the dirty potter, and Squirrel Nutkin, Pigling Bland, and Mrs. Tiggy-Winkle and ... (p.140)	Bersama Mr. Tod, si bajingan kotor, dan Nutkin Tupai, Pigling Bland, dan Mrs. Tiggy-Winkle dan ... (p.183)

Table 8. Words Used for Personification Category

As mentioned before, the words used for personification is the most category that occurred in the novel. From the findings the name of objects are dominant in the category. The objects include products, tools, foods, sweets, plants, activity, etc. Then there are also things or abstractions like animals and creatures.

Data 47, 57, 105 and 154 are some of the objects which included to the name of products. *Wonka’s Candy Bar Wonka’s Whipple-Scrumptious Fudgemallow Delight* are the name of chocolates that produced by Wonka’s factory. Those chocolates are the products where the five *Golden Tickets* are placed. The names refer to an object which in the form of sweet foods. Meanwhile, *Exploding Candy for Your Enemies* is also one of products that created in one of the rooms in the factory which written on the button label on the great glass elevator in the story.

Data 44 is the name of an activity. The researcher categorized *The Chocolate-Making World* to this category by considering the word *world*. According to Oxford English Dictionary Online, *world* is all things that relates to a particular sphere of activity. It can be harmonious with the definition of words used for personification which includes all things.

Data 78, 79, 80 and 81 are some the objects which included to the name of foods, while data 82 is included to the name of plant and data 83 is included to the name of fruit. In details, the word *sugar* in the name *burnt sugar* is the generic name for sweet-tasting which usually used in foods. Then, the word *hazelnut* in the name *crushed hazelnut* is the name for a round brown hard-shelled nut which can be considered as the kind of foods. Meanwhile, *Apple blossom* is the flower of apple tree. In the story, all of those names are told as the smells that surround the inside of the factory.

Data 69, 105 and 187 are some of the objects that included to the kind of sweets. Based on the story, *swudge* is an edible grass made of soft sugar juice. According to Oxford English Dictionary Online, *fudge* is a soft candy made from sugar, butter and milk. The definitions of both names are the consideration to include them as the kind of sweets since sweets means a small shaped piece of confectionary made with sugar. Meanwhile, *strawberry-flavored chocolate-coated fudge* is one of fudge variants that produced by Wonka's Factory.

Data 85,86 and 87 are some of the object that included to the kind of plants. Those names refers to real plants. *Weeping Willow* has botanical name *Salix Babylonica* which is fast-growing trees, adding up to 10 feet per year, with lance-shaped leaves. *Alder* is the common name of a genus of flowering plants belonging to the birch family Betulaceae. *Rhododendron* is a genus of

species of woody plants in the heath family, either evergreen or deciduous and found mainly in Asia.

Data 93, 94 and 95 are some the object that included to the kind of creatures. But, those names are imaginary name of imaginary creatures. *Hornswogglers*, *snozzwangers* and *whangdoodles* are told as beasts that live in *Loompaland* and endanger the *Oompa-Loompas*.

Data 138 is one of the objects that included to the kind of tools. *De-juicing machine* is a machine that extracts juice. The name refers to an object which is in the form of apparatus. Apparatus is the technical equipment or machinery needed for a particular activity or purpose.

Data 141 covers few names of fruits. *Bananas*, *apples*, *oranges*, *grapes* and *strawberries* are the name of real fruits. Meanwhile, *snozzberries* is an imaginary name of imaginary fruit. Based on the story, those names are the flavors of the lickable wallpaper which is one of the Wonka's Factory's products.

Data 175, 176, 177 and 178 are the data that refers to things, specifically animals. Those names are the names of characters from Beatrix Potter's children books featuring animal that being personified. Each names come from different books. *Mr. Tod* is from book *The Tale of Mr. Tod* (1912), *Squirrel Nutkin* is from book *The Tale of Squirrel Nutkin* (1903), *Pigling Bland* is from book *The Tale of Pigling Bland* (1913) and *Mrs. Tiggy Winkle* is from book *The Tale of Mrs. Tiggy-Winkle* (1905). It seems the author used literally references in writing the lyrics of the song which is presented for Mike Teavee.

4.2.2 Technique of Translating Proper Noun

a. Preservation Technique

Data	Source Text (ST)	Target Text (TT)
29	he can make lovely blue birds' eggs with black spots on them ... (p.11)	ia bisa membuat permen telur burung biru dengan tutul-tutul hitam ... (p.24)
44	"that is one of the great mysteries of the chocolate-making world. " (pg.18)	"itulah salah satu misteri besar dalam dunia pembuatan cokelat. " (p.32)
68	Wonka's Nutty Crunch Surprise , it said on the wrapper. (p.35)	Wonka's Nutty Crunch Surprise ; begitu bunyi tulisan pada bungkusnya. (p. 53)
73	I am preparing other surprises that are even more marvelous and more fantastic for you and for all my beloved Golden Ticket holders. (p.50)	Aku sedang menyiapkan kejutan lain yang bahkan lebih hebat dan lebih fantastis bagimu dan bagi semua pemegang Tiket Emas -ku yang tercinta. (p.71)
89	I call it swudge! (p.66)	Aku menamakannya swudge! (p.90)
112,113 114,116, 116	All the creams – Dairy Cream, Whipped Cream, Violet Cream, Coffee Cream, Pinapple Cream, Vanilla Cream, and Hair Cream. (p.86)	Segala macam krim – Krim Susu, Krim Kocok, Krim Violet, Krim Kopi, Krim Nanas, Krim Vanila, dan Krim Rambut. (p.114)
119	They streaked past a black door. Storeroom number 71 , it said on it. (p.86)	Mereka melaju lewat sebuah pintu hitam. Gudang nomor 71 , begitu tulisan di pintu itu. (p.114)
140	Lickable Wallpaper for Nurseries , it said on the next door. (p.104)	Kertas Dinding untuk Kamar Anak yang Bisa Dijilat , kata tulisan dipintu sebelah. (p.138)
141	"It has picture of fruits on it – bananas, apples, oranges, grapes, strawberries, and snozzberies. . . . " (p.104)	Ada gambar buah-buahan pada kertas itu – pisang, apel, jeruk, anggur, stroberi, dan snozzbery. . . . " (p.138)
146	Butterscotch and Buttergin , it said on the next door they passed. (p.108)	Butterscotch dan Buttergin , tertulis di pintu berikut yang mereka lewati. (p.143)

147	The Nut Room , it said on the next door they come to. (p.109)	Ruang Kacang , kata tulisan di pintu berikut yang mereka lewati. (p.145)
167	A great, craggy mountain made entirely of fudge , ... (p.122)	Sebuah gunung besar dan terjal yang keseluruhannya terbuat dari fudge , ... (p.161)
174	The younger ones has Beatrix Potter . (p.140)	Anak-anak yang lebih kecil membaca Beatrix Potter . (p.183)

Table 9. The Application of Preservation Technique

The application of preservation technique happened to be dominant in the translation product. This technique covers five of six proper noun category such as personal name, geographical unit, nationality, time unit and words used for personification. The research indicates that preservation technique includes preserving or copying the name, the translation with transparent meaning, and the literal translation.

Data 68, 89, 146, 167 are some of the data under the words used for personification category. All those names is just preserved or copied to the target language. The researcher considered that the name of objects or things is maintained since there is no words or equivalent terms exist in the target language. For example *swudge* and *fudge* have no equivalent name in the target language so they are maintained. Then, *butterscotch* and *buttergin* are actually puns that they do not have equivalent name in the target language. Based on the story the names are alcoholic drinks, *butterscotch* is a combination of *butter* and *scotch* which is an alcoholic beverage. As well as *buttergin* is also a pun, the combination of *butter* and *gin* (an alcoholic beverage). Therefore, they are just preserved to the target language. Whereas, the words in the name *Wonka's Nutty Crunch* actually have meaning

or equivalent word in the target language. However, in this case the name is maintained. The researcher considered that the translator decided to just preserve the name to introduce foreign name to target readers since the name refers to a brand name of a product, and commonly a brand name is not translated.

Data 174 is also translated by preservation technique that the name is just preserved or maintained in the target language. Data 174, *Beatrix Potter* is under the personal name category, specifically the name of individual person. Commonly, the name of individual person is maintained or not translated to the target language. The researcher considered factors that become the reasons why name of a person is not translated are such as the name does not have significant or connotative meaning so it is not necessary to translate it, or it can be said that it is just a name. Other than that, name of a person is an identity of them that if it was translated or changed, it is possible to cause misunderstanding and or reduce one of characteristics of a person.

Data 119 and 141 are two of the data that translated to the transparent meaning. Transparent meaning occurs when the name is translated to the real meaning words that exist in the target language vocabulary. The name *storeroom number 71* is translated to *Gudang nomor 71* which contain the real meaning words that exist in the target language vocabulary and there is no changing in the words order. As well as *bananas, apples, oranges, grapes, strawberries* are just translated to the real meaning names that exist in the target language, even though the name *snozzberries* is just preserved to *snozzberry* since it is an imaginary name and has no equivalent name in the target language.

Data 29, 44, and 112, 113, 114, 115, 116, and 140 are the some of the names under words used for personification category. Those names are translated to literal translation. According to Newmark (1988: 81) literal translation means translating word-to-word at first then the word orders is adjusted to the grammatical of target language. For example the name *Lickable Wallpaper for Nurseries* is literally translated to *Kertas Dinding untuk Kamar Anak yang Bisa Dijilat* which contain the transparent meaning or real meaning words that exist in the target language vocabulary. However, it can be seen from the example that the words order in target language is different with the source language. The literal translation attempt to match the grammatical of source language and the grammatical of target language.

Data 73 is under personal name category, specifically the name of occupation, which also translated to literal translation. *Golden Ticket holders* is translated literally to *pemegang Tiket Emas* which contain the transparent meaning or real meaning words that exist in the target language vocabulary and the words order attempts to fit the grammatical of the target language. Meanwhile, data 147 is under geographical unit category. *The Nut Room* is literally translated to *Ruang Kacang* as well.

Even though the translation result seems indicating the target language or culture, but according to Shandra (2014: 91) the transparent meaning and literal translation will always sound foreign since the words choice is based on foreign taste, intention and cultural background. Therefore the researcher considered that it makes the translator attempt to adjust to the author's intention but still tries to give acceptable translation to the target readers.

b. Addition Technique

Data	Source Text (ST)	Target Text (TT)
26	Mr. Willy Wonka can make marshmallows that taste violets ... (p.11)	Mr. Willy Wonka bisa membuat marshmallow rasa bunga violet ... (p.23)
88	In the meadows there were thousands of buttercups . (p.64)	Di padang rumput tampak ribuan bunga buttercup . (p.89)
131	“Over here I am inventing a completely new line in toffees! ” (p.90)	“Di sebelah sini aku menciptakan jenis toffee—permen keras— yang sama sekali baru.” (p.120)

Table 10. The Application of Addition Technique

As mentioned before, the addition technique happens when the translator keep the original name of the source language but then add some necessary information. The application of addition happened to be one of the least techniques applied in this novel translation. Since the technique is very infrequently, it is only applied on words used for personification category, which mostly in the form of objects.

In data 26, there is an addition of word *bunga* in the target language name *violet*. The researcher considered that the addition is the way of translator to give an information for the target readers. The information aims to help the readers know that the name refers to a noun since *violet* in target language can be in the form of adjective which is color. The addition is also based on considering the letter –s in the name that can signify the category of the name.

As well as in data 88, there is an addition of word *bunga* in the target language. The researcher considered that the addition is the way of translator to give an information for the target readers. The information aims to help the

readers know that the name refers to a real plant. It also adjusts the context of the story that describes the condition around a place that surrounded by plants.

In data 131, the name is just copied in the target language but there is an additional information. *Toffee* is translated to *toffee – permen keras*, the additional information is related to the real characteristic of the name. The addition aims to give more information since the name still sounds unfamiliar for the target readers.

c. Localization Technique

Data	Source Text (ST)	Target Text (TT)
10	He worked in a toothpaste factory , ... (p.5)	Ia bekerja di pabrik odol , ... (p.15)
14	But I haven't yet told you about the one awful thing that tortured little Charlie, the lover of chocolate , more than anything else. (p.7)	Tapi aku belum menceritakan satu hal yang sangat menyiksa si kecil Charlie, si penggemar coklat , lebih dari apa pun. (p.17)
45	Mr. Willy Wonka, the candy-making genius whom nobody has seen for the last ten years ... (p.19)	Mr. Willy Wonka, jenius dalam bidang gula-gula yang selama sepuluh tahun terakhir ini lenyap ... (p.33)
71	"You look like you wanted that one, sonny," the shopkeeper said pleasantly. (p. 43)	"Kelihatannya kau membutuhkan sekali coklat itu, nak," ujar si pemilik toko ramah. (p.62)
75	... and the next moment, swarms of newspaperman and photographers were pouring into the house. (p. 53)	... dan sebentar kemudian, masuklah rombongan wartawan dan fotografer ke dalam rumah. (p. 72)
125	Old Ficklegruber would give his front teeth to be allowed inside just for three minutes! (p.87)	Si Fickelgruber tua pasti mau merelakan barisan gigi depannya untuk bisa masuk ke dalam sini selama tiga menit saja! (p.116)
158	Stickjaw for Talkative Parents. (p.120)	Permen Rahangkaku buat Orang Tua Bawel. (p.158)

179, 180	Just How The Camel Got His Hump, How The Monkey Lost His Rump, ... (p.140)	Bagaimana Si Onta Mempunyai Punuk, Dan Bagaimana Si Kera Kehilangan Periuk, ... (p.183)
-------------	--	---

Table 11. The Application of Localization Technique

The localization technique occurs when the translator decides to translate the name to name that gives local effect and more familiar to target culture. From the findings, this technique covers the use of local term and the changing of writing style that adjust the local writing style.

Data 14, 71, 125, 179 and 180 are translated by applying localization technique which use local term –*si*. The translator decided to also translate the article *the* into *si* which is an addressing local term in the target language. In detail, even the name *lover of chocolate* seems translated by transforming it to target language, *penggemar coklat*, the name *shopkeeper* is translated literally to target language, *pemilik toko*, the name *camel* is translated to real meaning word *Onta*, and *monkey* to *kera* which seems applying transformation, and the name *Old Fickelgruber* is translated to *si Fickelgruber tua* which seems like applying addition technique since there is the word *si*, but the term *si* makes it sound more local. For *Old Fickelgruber* the researcher decided to not include the name under addition technique since addition technique applied when the source language name is maintained or not translated at all, and in this case, the word *old* is also translated to *tua*.

Data 10 is translated by localization technique that transfers the source language name with local name that still has same reference. The transparent meaning of the word *toothpaste* in the target language is *pasta gigi*. But the word is translated to *odol* which gives local effect since it is usually used in target culture.

Data 45 is also translated by transferring the source language name to local name. The word *candy* is transferred to *gula-gula* in the target language. The researcher considered that the translator tried to make the translation sounds more local by choosing the word *gula-gula* instead of transferring the term to *permen* which is the real meaning of *candy* in target language. *Gula-gula* gives local effect since it is usually used in the certain locals of the target culture.

As well as data 158, the word *talkative* is transferred to *bawel* in the target language. The researcher considered that the translator tried to make the translation sounds more local by choosing the word *bawel* instead of transferring the term to *banyak bicara / cerewet* which is the real meaning of *talkative* in target language. *Bawel* is a local term that is usually used in the certain locals of the target culture.

Meanwhile, data 75 is translated by applying localization technique that change the writing style. The name *photographer* has *juru potret* in the target language, but it is replaced with *fotografer* in the target text. The researcher included this translation under this technique since the translator decided to just transfer and modify the term into a local alphabetic style. It makes the term sounds more like local term by replacing the foreign writing into local writing style.

d. Globalization Technique

Data	Source Text (ST)	Target Text (TT)
24	... it stays cold for hours and hours without being in the icebox ... (p.10)	... es krim itu tetap dingin selama berjam-jam tanpa dimasukkan ke dalam kulkas ... (p.23)

47	Everyone will be buying Wonka's candy bars in the hope of finding one! (p.20)	Semua orang akan membeli cokelat Wonka karena berharap mendapatkan tiket itu! (p.34)
49	... his mother has told the newspapermen . (p.22)	... ujar ibunya pada para wartawan . (p.36)
50	Fully grown women were seen going into sweetshops and buying ten Wonka candy bars ... (p.23)	Wanita-wanita dewasa pergi ke toko permen dan membeli sepuluh batang cokelat Wonka sekaligus ... (p.38)
77	"Who's the kid with a picture of The Lone Ranger stenciled on his windbreaker ?" (p.56)	"Siapa anak yang memakai jaket dengan gambar The Lone Ranger itu?" (p.77)
83	... crushed hazelnuts and apple blossom and caramel and lemon peel (p.61)	... hazelnut tumbuk, ditambah bau bunga apel, caramel dan kulit jeruk (p.84)
98	The one food that the longed for more than any other was cacao bean . (p.69)	Satu-satunya makanan yang paling mereka inginkan adalah biji kakao . (p.94)
121, 122, 123	- All the beans, Cacao Beans, Coffee Beans, Jelly Beans , and Has Beans . (p.114)	- Semua biji, Biji Kakao, Biji Kopi, Biji Jeli , dan Biji Tua . (p.114)

Table 12. The Application of Globalization Technique

The globalization technique replaces the specific name with the more general or neutral name. The application of globalization in this translation product is shown in words used for personification category.

Data 24, *icebox* has transparent meaning *lemari es* in the target language. The researcher considered that the translator decided to choose the word *kulkas* to make it more general. It is considered that the word *kulkas* is more general in the target culture. In other words, the word *kulkas* is commonly used by target readers than *lemari es*.

Data 47, *candy bars* is sugar confectionery that in the shape of bar, and the most common type of candy bars is chocolate bars. The statement can be a consideration for the translator to translate the term *candy bars* to *cokelat*

since it gives more general effect to the target readers. Besides, the word choice adjusts to the context of the story that the *golden ticket* is wrapped in the chocolate bar from *Wonka's factory*.

Data 49, according to Oxford English Dictionary Online, the definition of *newspaperman* is a male newspaper journalist. Then, if the name *the newspapermen* was translated to real meaning in target language, it would be *pembuat koran*. Therefore, the translator decided to translate the term to *wartawan* since it is more general or neutral and familiar for target readers. *Wartawan* is the general term in the target language for a person who works in journalism whether it is in the form of print media or electronic media.

Data 50, *sweetshop* in target language is *toko gula-gula* or *toko manis*. The translator translated the term to *toko permen* since the word *permen* gives more general effect than *gula-gula*.

Data 77, *windbreaker* is translated to *jaket* in the target text. The researcher considered that the translator decided to choose the word *jacket* to make it sounds more general. Moreover, if *Windbreaker* was translated to target language it would be *pemecah angin*, it will sounds strange since the term refers to something worn. The word *jaket* gives general and neutral effect since it is commonly used by target readers.

Data 83, *lemon peel* is translated to *kulit jeruk* in the target text. The word *lemon* has literal meaning *jeruk limun*. Instead of transferring the name to *kulit jeruk limun*, the translator decided to transfer the specific reference *lemon* into more general reference *jeruk*. The researcher considered that the decision making aims to make the name sounds more general and neutral.

Data 98, 121, 122 and 123, the word *bean* is an edible seed, typically kidney-shaped which it can be said that *bean* is a kind of seed. The translator decided to transfer the specific reference *bean* into more general reference *biji* (*seed* translated) in the target language. The researcher considered that the decision making aims to make the name sounds more general and neutral for the target readers.

e. Omission Technique

Data	Source Text (ST)	Target Text (TT)
30	... it gradually gets smaller and smaller until suddenly there is nothing left except a tiny little pink sugary baby bird ... (p.12)	permen itu akan bertambah kecil dan bertambah kecil sampai tiba-tiba tak ada apa-apa selain bayi burung dari gula yang sangat kecil ... (p.24)
104	"Because the pipe doesn't go to the Marshmallow Room! " (p.75)	"Karena pipa itu sama sekali tidak pergi ke dekat sana! (p.101)
144	Fizzy Lifting Drinks , it said on the next door. (p.105)	Minuman yang Mengangkat , kata tulisan di pintu berikutnya. (p.139)

Table 13. The Application of Omission Technique

The omission technique omits the name since there is no equivalent names that can replace it. This also aims to reduce the terms which is considered inappropriate to be maintained by the translator. This kind of omission usually happens in a spoken text case which the particular dialect in the source language is omitted. However, in this case the omission only applied to reduce the foreignness.

Data 30, the word *pink* is omitted in the target text. The research indicated that the omission is the translator way to minimize the foreignness. Other than that, the translator omitted the word maybe by considering that the target readers already know that the color of a baby bird is generally pink, so

the word is not really necessary to be translated. After all, the omission does not give any harm for the context.

Data 104, the name *marshmallow room* is omitted and not translated. The researcher considered that the translator decided to omit the name to reduce the foreign words to the target readers. Moreover, this omission will not result any harm on the translation since the context of the story already shows the assumptions of Mrs. Gloop that the pipe will go to *marshmallow room*.

The word *fizzy* was omitted in the target text. The researcher considered that the omission is the translator way to minimize the foreignness. However, there is an explanation given by the author about the drink which has bubbles and a special kind of gas and it indicates that the drink is fizzy. Therefore the translator might consider that the word is not really necessary to be translated. Moreover, the omission is allowed as long as it does not give any harm to context of the story and or the rest of translation product.

f. Transformation Technique

Data	Source Text (ST)	Target Text (TT)
11	But a toothpaste cap-screw is never paid very much money, ... (p.5)	Tapi pemasang tutup odol tak dibayar banyak, ... (p.15)
28	... and candy balloons that you can blow up to enormous size ... (p.11)	... dan balon gula yang bisa ditiup menjadi berbagai ukuran ... (p.23)
35	"... and everything was made of either dark or light chocolate! ..." (p.13)	"... dan segalanya terbuat dari cokelat hitam ataupun putih! ..." (p.25)
60	There was great excitement in the Beauregarde household when our reporter arrived to interview the lucky young lady. (p.30)	Rumah keluarga Beauregarde ramai sekali ketika wartawan kami tiba di sana untuk mewawancarai gadis cilik yang beruntung itu. (p.46)

70	It was a newspaper and stationary store , the kind that sells almost everything, including candy and cigars ... (p.42)	di situ ada toko koran dan permen , jenis toko yang menjual hampir segalanya, termasuk permen dan cerutu ... (p. 61)
91	The Oompa-Loompas (p.68)	Bangsa Oompa-Loompa (p.93)
100	I said (speaking not in English, of course, but in Oompa-Loompish). (p.70)	Kataku (aku tentunya tidak berkata dalam bahasa Inggris , tapi dalam bahasa Oompa-Loompa). (p. 94)
128	He was hopping about among the saucepans and the machines like a child among his Christmas presents, ... (p.88)	Ia melompat-lompat di antara panci masak dan mesin seperti anak kecil di antara hadiah Natal , ... (p.117)
134	This is a great day for the Beauregardes! (p.96)	Hari ini hari besar buat keluarga Beauregarde! (p.127)
136	“and take her along to the Juicing Room at once.” (p.99)	“dan bawa ia ke Ruang Peras segera.” (p.131)
145	On the next door, it said, Square Candies that Look Round . (p.106)	Pada pintu berikutnya tampak tulisan, Permen Persegi yang Tampak Bundar . (p.140)
157	Cavity-Filling Caramel – No more Dentists. (p.120)	Karamel untuk Menambal Gigi Berlubang – Tak Perlu ke Dokter Gigi. (p.158)
162	Fizzy Lemonade Swimming Pools . (p.120)	Kolam Renang Limun Mendesis . (p.158)
172	All we have to do is give him a triple overdose of my wonderful Supervitamin Candy . (p.136)	Kita Cuma perlu memberinya tiga kali dosis Cokelat Supervitamin -ku yang hebat. (p.178)

Table 14. The Application of Transformation Technique

The transformation technique translates the name by transforming it with purpose of fitting it to target language taste and aptitude, which may contain different meaning between each names of the source and target language. In other words, the transformation tries to make the translation more acceptable

to the target reader's mind and capacity. Besides transforming names to the names with different transparent meaning, the transformation also include the substitution of source language names into equivalent names that exist in the target language. The original source language names are transformed into equivalent names which even though have different meaning but still related each other or have same references. In addition to fit the target language taste and or aptitude, the transformation also adjusts to the context of the story. If the translation fits the context, the delivery of the intention will be more acceptable to the target readers.

In data 11, each of three words have the literal meaning in target language such as *toothpaste* is *pasta gigi*, *cap* is *topi* and *screw* is *obeng*. But since the name refers to a person, the researcher considered that the translator decided to transform the term *screw* into *pemasang* and *toothpaste* into *odol*. The translator chose the word *pemasang* since the person is in occupation to put the cap on the toothpaste by screwing it. As well as the word *cap* is translated to *penutup* since if it was translated into literal meaning, it would sound strange.

In data 28, instead of translating the name into literal term in target language which is *permen balon*, the translator decided to transform the name into *balon gula*. The researcher considered that the translator chose the word *gula* to adjust to the sentence context. It is said that the object can be blown up which is in relation with cookery, there is a work called sugar blowing art. Besides, the main ingredient of candy is sugar and the term of *sugar* in the target language is *gula*.

In data 35, the translator decided to transform the term *dark* into *hitam* and *light* into *putih* in the target text instead of transferring them to literal

meaning which *dark* is *gelap* and *light* is *cahaya*. Commonly, *dark* represents black color which is in Indonesian called *hitam*, and *light* represents white color which is in Indonesian called *putih*. The researcher considered that the transformation aims to minimize the foreignness or strangeness and make them sound more familiar to the target readers.

In data 60, the term *household* is *rumah tangga* in the target language. The researcher considered that the translator decided to transform the term *rumah keluarga* to minimize the strangeness and make it more familiar to the target readers. Other than that, according to the context of the story, the name refers to a place or location where the Beauregarde family live. Therefore, it sounds more appropriate to transfer the name to *rumah keluarga Beauregarde* than *rumah tangga Beauregarde*.

In data 70, the term *stationary* is *perlengkapan* in the target language, but the translator decided to transform it to *permen*. The researcher considered that the translator tried to fit the name to context of the story that explained the store sells everything including candy. Although the source language term and the translation is semantically different, but it is still contextually acceptable.

Data 91 indicates that although in previous explanation, in the source language, English, a name that is begun with article *the* and ended with letter *-s* has equivalent name in the target language *keluarga*. But in this case, based on the context of the story, the name refers to a large group of people from a country. It is a consideration for the translator to choose the word *bangsa* which is nation in the source language. According to Oxford English Dictionary Online, nation is a large body of people united by common descent, history, culture or language, inhabiting a particular country or territory.

Data 100 indicates that commonly in target language culture, the name of nation or country that ended with suffix *-ish* indicates the name of language the use. It could be the consideration of the translator in transforming the name to *bahasa Oompa-Loompa* since the name is ended with suffix *-ish*. Other than that, the translation adjusts the context of the story that tells about the language spoken by the Oompa-Loompas. The translator's decision in choosing transformation technique leads to domestication ideology.

Data 128 indicates that according to Oxford English Dictionary Online, *Christmas* is the name of an annual Christian festival celebrating Christ's birth. The name *Christmas* is translated to *Natal* in the target language. According to Kamus Besar Bahasa Indonesia (KBBI), *Natal* means *kelahiran seseorang* and or *kelahiran Isa Almasih*. Based on the statements, *Natal* is the equivalent name for *Christmas* that exists in the target language since it has same reference with the source language name.

Data 134 indicates that in the source language, English, the name that is begun with article *the* and ended with letter *-s* generally refers to the name of family. It is considered that the name has equivalent term in Indonesian as the target language which is *keluarga*.

Data 136 indicates that instead of translating the name into literal term in target language which is *ruang jus*, the translator decided to transfer the name into *ruang peras*. The researcher believed that the translator chose the word *peras* (squeeze translated) to adjust the context of the story. It is said that the room is for squeezing the juice out of Miss Violet Beauregarde.

Data 145 indicates that if the name *Square Candies that Look Around* was translated literally it would be *Permen Persegi yang Melihat Sekitar*. The

translator decided to transform *look around* to one equivalent name that exists in the target language *tampak* (looked translated). The translation adjusts to the context of the story and the implied intent of the author that wanted to outwit the reader. Based on the story, the name makes the factory visitors confused since the name and the appearance of the candy are different. It is because in English the phrase *looked round* can refer to two meanings that are *tampak bundar* and *melihat sekitar*.

Data 157 indicates that if the name *Cavity-Filling Caramel* was translated literally it would be *Karamel Pengisi Rongga*. The translator decided to transform *cavity-filling* to one equivalent name *menambal gigi berlubang* that is more common in target language. The researcher considered that the translation adjusts to the context of the story. The equivalent name refers to dental things.

In data 162 the word *fizzy* is transform to an equivalent name *mendesis* that exists in the target language. The researcher considered that the translator chose the word *mendesis* since it represents the sound of fizzy drink that fizzing.

In data 172 the word *candy* is transform to *cokelat* instead of the real meaning word *permen* in the target language. The researchers considered that the translator decided to transform the name to adjust the context of the story. It is told that the *Supervitamin Candy* contains a lot of vitamins. Based on that, *cokelat* is more appropriate since it contains vitamins than *permen* which does not contain vitamins, only several minerals.

Data 11, 70, and 162 are some of the data that translated by transforming them to names which may contain different transparent meaning

between each names of the source and target language. Whereas, data 28, 35, 60, 91, 100, 128, 134, 136, 145, 157, and 172 are some of the data that translated by transformation technique that contain the substitution of source language names into equivalent names that exist in the target language which even though have different meaning but still related each other or have same references.

g. Creation Technique

Data	Source Text (ST)	Target Text (TT)
67	This show's an absolute whiz-banger! (p.33)	Tontonan ini betul-betul asik! (p.50)
72	... shouted Grandpa Joe, who was still dancing around the floor like a dervish in his stripped pajamas. (p.49)	... seru Grandpa Joe, yang menari-nari di lantai seperti penari sirkus dengan piamanya yang bergaris-garis. (p. 70)
109	Augustus Gloop! The great big greedy nincompoop! (p.78)	Augustus Gloop! Gentong gendut rakus yang nyaris meletup! (p.105)
129	" Everlasting Gobstoppers! " cried Mr. Wonka proudly. (p.88)	" Penyumpal mulut abadi! " teriak Mr. Wonka bangga. (p.118)
173	It smells so good, what can it be! Good gracious, it's Penelope. (p.140)	Baunya enak yah? Apa kira-kira isinya? Astaga, ternyata si Maria. (p.183)

Table 15. The Application of Creation Technique

The creation technique creates a new name in the translation that totally different with the source language name. This technique occurs when the name is not well-known in target language. The new name is considered to be still familiar to the target readers and able to describe the context of the story.

Data 67 indicates that according to Oxford English Dictionary Online, the name *whiz-banger* actually comes from the word root *whiz-bang* which is a

small-caliber high-velocity shell. Since the name refers to a television show in the story, the researcher believed that the translator decided to create new term when translating the term to the target language. The name is transferred to *betu-betul asik* which is totally different with the original term. The creation is the way of translator to make the target reader more understand the meaning or context.

Data 72 indicates that the name *dervish* is actually a member of a Muslim religious order, specifically Sufi, who has taken vows of poverty and austerity. They were known for their ecstatic rituals and as dancing, whirling, or howling dervishes according to the practice of their order. *Dervish* is translated to *penari sirkus* which has totally different meaning. The research indicated that the translator decided to translate the name that way since the name is not to well known by the target readers. Therefore, the translator translated the name into more common name which still related with the context of the story.

In data 109 the word *nincompoop* means a foolish or stupid people, but the translator decided to create new name which is *gentong* in the target text. *Gentong* is a large and hard water container in the target language. Then, the name *great big greedy* if was translated literally it would be *serakah yang sangat besar*, but the translator decided to create new name *gendut rakus yang nyaris meletup*. The researcher considered that the translator decided to create new name to make it sounds less harsh and more acceptable to the target readers. The creation also is an implicit way to tell that the name refers to Augustus Loop's appearance (body) which is swollen from eating too much sweets, and he is a stubborn and greedy boy.

Data 129 indicates that *gobstopper* is a type of hard candy with commonly large size that when it is bitten, it will fill the whole mouth. The name

is seemingly not quite known by the target readers and has no equivalent term for the name in target language so that the translator decided to create new name and chose the word *penyumpal* that sounds more acceptable. The creation can also be considered as an implicit way that refers to the characteristic of *Gobstoppers*.

Data 173 indicates that the name *Penelope* is considered as a philosophical reference used by the author. *Penelope* is the wife of Odysseus whose name has been associated with marital fidelity since she was loyal waiting for Odysseus while he was gone and refused all the suitors. The translator created new name and translated *Penelope* to *Maria* in the target language. Generally, the name *Maria* (which in English is Mary) is known as the name of the mother of Jesus. She is accorded the title “blessed” in Catholic, and Protestants acknowledge that she is “blessed among women”. The researcher considered that the translator chose the name *Maria* since it is more known and popular than the name *Penelope* in the target culture. Although both names are different, they refer to women with an icon of goodness.

4.2.3 Ideological Tendency of the Proper Noun Translation

Ideological tendency of a translation product is divided into two tendencies namely foreignization and domestication. Foreignization covers the translation that does not give many changes to the expression in the source language so the target readers are introduced to words, expressions, cultures, or new terms from source language, and is intended to the target readers who consider the presence of source culture can be beneficial to society.

Meanwhile, domestication covers the translation that gives many changes or naturalize the source language expression to minimize the foreignness or strangeness from the source language to be more understandable for the target readers. This may make the translation does not feel like a translation product. Shortly, foreignization is source language-oriented and domestication is target language-oriented.

As mentioned before, foreignization covers two techniques of translating proper noun namely preservation and addition, while domestication covers five techniques namely localization, globalization, omission, transformation and creation. From the findings of this research, the most applied technique in this translation product is preservation. It means the ideological tendency of proper noun translation in the novel translation is foreignization.

The findings show that the preservation technique covers three ways in applying the technique such as preserving, copying or maintaining the name, translating the name to transparent meaning, and translating the name to literal translation.

The application of preservation technique in the way of preserving or copying the name is closely related to the personal name category as the second most occurred category. Personal name consists of name of individual person and group, name of occupation and position, and epithet. The dominant type of personal name that occurred in the text is name of person. As told before, the name of individual person is commonly maintained or not translated to the target language. The maintaining of the names brings the foreign effect to the translation. It is because all of the names are foreign names that sound alien to target culture and or not represent the characteristic of typical names in target culture. For example like in data 64, the name *Miss*

Cornelia Prinzmetel is maintained in the target text. Other than that, this kind of way also applied on words used for personification category. For example the data 25 *Marshmallow* is maintained. This case happens since some of the names have no equivalent name in the target language.

The application of preservation technique in the way of translating the name to transparent meaning is closely related to all names in the time unit category, and some names in the geographical unit, words used for personification, personal name and nationality categories. For example like in data 12 *Sundays* is translated to *hari Minggu*, and data 111 *Storeroom Number 54* is translated to *Gudang Nomor 54*. As told before, transparent meaning means the real meaning of the name that exists in the target language vocabulary and there is no changing in the word orders.

The application of preservation technique in the way of translating the name to literal translation is closely related to the words used for personification which is the most occurred category in the text. Most of the names in this category are translated by using literal translation. The dominant type of this category is the name of object in the form of products produced by *Wonka's Factory*. For example like in data 139 *Eatable Marshmallow Pillows* is translated to *Bantal Marshmallow yang Bisa Dimakan*. Besides it, some of epithets under personal name category also translated to literal translation like in data 20 *The Cleverest Chocolate Maker* is literally translated to *Pembuat Cokelat Paling Pintar*. As well as in some name in geographical unit category like in data 168 *The Television-Chocolate Room* is translated to *Ruang Cokelat Televisi*.

Furthermore, the tendency of foreignization is also supported by the addition technique. Although this technique is one of the two least techniques

that applied, in detail only applied for 3 times, but it still gives contribution. As it is known, the addition technique maintains the original name to the target language but there is information being added to the name. The maintaining of the original source name indicates the occurrence of foreign effect.

Afterwards, as mentioned before that it is common to find the translation product contains two ideological tendencies. This research also found another ideological tendency which is domestication ideology in this translation product. Domestication ideology can be identified by the application of localization, globalization, omission, transformation and creation techniques. In this research, the most applied technique that under this ideology is transformation technique. This technique is also the second most applied technique of translating proper nouns in this translation product.

The application of those five technique aims to reduce or minimize the foreignness or strangeness for the target readers. It is because some factors such as some names are unfamiliar to the target readers, some names sound alien or strange if were translated to the transparent meaning. Therefore, those names are translated under those five technique to make them be more understandable and adjust the context of the story so the delivery of the story intention will be more acceptable to the target readers. According to the explanation, the translator decision in choosing those five technique in translating some names leads to domestication ideology.

The researcher concludes that even though the domestication ideology covers five of seven techniques in this translation product, the frequency of those five techniques application is only 63 times which less than preservation and addition techniques which are under the foreignization ideology that applied 124 times out of 186 data.

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter presents conclusion and suggestion of this research. The conclusion and suggestion are based on the result of conducting analysis on the problem statements of this research. Those will be explained below.

5.1 Conclusion

The conclusion is based on the data finding and discussion from the previous chapter. In relation to the first problem statement, this research adopts six categories of proper noun proposed by Frank (1972) such as personal name, geographical unit, nationality, time unit and words used for personification. In detail, the researcher found that personal name category occurred 53 times, geographical unit category occurred 27 times, nationality category occurred 4 times, name of holiday occurred 1 time, time unit category occurred 4 times, and words used for personification category occurred 97 times in the novel. Based on the information, the most category that occurred in the novel is words used for personification which makes this research is different with the mentioned previous studies.

In relation to the second problem statement, this research adopts seven technique in translation proper noun proposed by Davies (2003) such as preservation, addition, localization, globalization, omission, transformation and creation. The data findings show that the preservation technique is applied 121 times, addition technique is applied 3 times, localization technique is applied 9 times, globalization is applied 10 times, omission technique is applied 3 times, transformation technique is applied 35 times, and creation technique is applied 5 times. Based on the information the most technique that applied is preservation.

In relation to the third problem statement, The findings of this research show that from 186 data, there are 124 data lead to foreignization and 63 data lead to domestication, therefore the ideological tendency of the proper noun translation is foreignization. The tendency of this ideology is supported by the most applied technique that is preservation, specifically the application of literal translation which makes this research is different with the mentioned previous studies. The researcher considers that the translator leads to the tendency of foreignization ideology to avoid the risk of resulting an inadequate translating which could lead to decreasing the intention and meaning. Other than that, it can be the way of translator to introduce and lead the target reader close to the source language.

5.2 Suggestion

The suggestion is based on the findings along the process of conducting the research. There are some weaknesses in this research, and most of them is caused the researcher herself. Based on that, it is suggested for the readers, specially those who have interesting in doing a research in the field of translation specifically translation of proper noun, to learn more and correctly comprehend the essence of translation, the translation techniques, and other supporting matters by increasing the knowledge and theories of translation.

Other than that, regarding to the novel *Charlie and the Chocolate Factory*, there is still a lot that can be examined from the novel and its translation. For the readers or the researcher, it is expected to also examine the translation product from other side such as the translation of Culture Lexical Items (CLI) since the researcher found interesting things in the CLI of the novel and its translation (Indonesian version).

BIBLIOGRAPHY

- Alexander, L. G. 1998. *Longman English Grammar*. London: Longman.
- Aixela, J. F. 1996. "Culture-Specific Items in Translation" in Alvarez and Vidal(Eds.). *Translation, Power, Subversion*. Pg. 56. Great Britain: WBC Book Manufacture Ltd.
- Brasiene, B. 2013. "Literary Translation of Culture-Specific Items in Lithuanian Translation of Orwell's *Down and Out in Paris and London*". Faculty of Humanity. Vytautas Magnus University. Kaunas.
- Chindytia. 2012. "A Translation Analysis of Proper Names in the Children Fantasy Novel "How to Train Your Dragon"". Faculty of Letters and Fine Arts. Sebelas Maret University. Surakarta.
- Creswell, J. W. 2003. *Research Design Qualitative, Quantitative and Mixed Methods Approaches*. Thousand Oaks, CA: Sage Publications.
- Dahl, Roald. 2007. *Charlie and the Chocolate Factory*. United States of America: Penguin Group.
- Davies, E. 2003. "A Goblin or a Dirty Nose? Treatment of Culture-Specific References in Translations of the Harry Potter Books". *The Translator: Studies in Intercultural Communication*. London: St. Jerome.
- Fairclough, Norman. 2010. *Critical Discourse Analysis: the Critical study of language*. London: Longman.
- Fernandes, L. 2006. "Translation of Names in Children's Fantasy Literature: Bringing the Young Reader into Play". *New Voices in Translation Studies*. Vol. 2.
- Frank, M. 1972. *Modern English: a Practical Reference Guide*. New Jersey: Prentice Hall.
- Hoed, B. 2004. *Penerjemah dan Kebudayaan*. Jakarta: Pustaka Jaya.
- Howard, B. 2009. *Capitalizing Proper Noun*. Accessed on May, 7th 2019 from Grammar Slammer: <http://englishplus.com/grammar/captcont.htm>.
- Katan, D. 1999. *Translating Cultures: An Introduction for Translator, Interpreters and Mediators*. United Kingdom: St. Jerome Publishing.
- Newmark, P. 1988. *A Textbook of Translation*. London: Prentice Hall.
- Newmark, P. 2010. "Translation and Culture". In *Meaning in Translation*. Ed. B. Lewandowska-Tomaszczyk. Frankfurt: Peter Long GmbH, 171-182.
- Nurgiyantoro, Burhan. 2010. *Teori Pengkajian Fiksi*. Yogyakarta: Gadjah Mada University Press.

- Oxford English Dictionary Online. 2009. Oxford: Oxford University Press.
- Riyono, A. dkk. 2018. "Investigating Ideology Through Lexical Choice: A Critical Discourse Analysis of the Translated Novel "The Dancer" and the Original "Ronggeng Dukuh Paruk"". *Journal of Education, Teaching and Learning*. Vol. 3, No.1.
- Schleiermacher, F. 1838. *Translating Literature: The German Tradition from Luther to Rosenzweig*. Amsterdam: Van Gorcum.
- Shandra, E. 2014. "Ideological Tendency Assessed from The Translation Techniques Applied Through the Proper Nouns In Joanne K. Rowling's Harry Potter and the Sorcerer's Stone and Its Bahasa Indonesian Translation Harry Potter dan Batu Betuah". Faculty of Languages and Arts. State University of Yogyakarta. Yogyakarta.
- Sigarlaki, Ade. 2010. *Charlie dan Pabrik Cokelat Ajaib*. Jakarta: PT Gramedia Pustaka Utama.
- Sinclair, J. 1990. "Collins Cobuild-English Grammar" in Agung (Eds). *A Translation Analysis of Proper Names in the Lewis Carroll's Novel Through the Looking Glass and What Alice Found There*. Pg. 30. Surakarta.
- Sujarwanto, I. R. 2014. "Foreignization and Domestication Ideologies in the Translation of Indonesian Culture-Specific Items of Rambe's Mirah dari Banda into Pollard's Mirah of Banda." Faculty of Languages and Arts. Yogyakarta State University. Yogyakarta.
- Utami, C. M., dkk. 2018. "Ideology in Translation of Cultural Lexical Items with Reference to Perburuan and Fugitive.". *Linguistic Programme in Translation Studies*. Vol. 4, No.1.
- Van Dijk, A. 2005. *Discourse and Ideology-A Multidisciplinary Approach*. London: SAGE Publication Ltd.
- Venuty, L. 1995. *The Translator's Invisibility: A History of Translation*. London: Routledge.

APPENDICES

PROPER NOUN CATEGORIZATION BY FRANK (1972)

No	Expressions						Proper Noun Categories					
	Source Text	Pg	Pr	Target Text	Pg	Pr	PN	GU	N	H	TU	WPr
1	Mr. Bucket	1	1	Mr. Bucket	11	1	√					
2	Grandpa Joe	1	1	Grandpa Joe	11	1	√					
3	Grandma Josephine	1	1	Grandma Josphine	11	1	√					
4	Mrs. Bucket	2	2	Mrs. Bucket	12	1	√					
5	Grandpa George	2	2	Grandpa George	12	1	√					
6	Grandma Georgina	2	2	Grandma Georgina	12	1	√					
7	Charlie Bucket	2	3	Charlie Bucket	12	2	√					
8	Summertime	5	3	Musim Panas	15	4					√	
9	Winter	5	3	Musim Dingin	15	4					√	
10	Toothpaste Factory	5	5	Pabrik Odol	15	6		√				
11	Toothpaste Cap-screw	5	5	Pemasang Tutup Odol	15	6	√					
12	Sundays	5	5	hari Minggu	16	1					√	
13	The Buckets	5	6	Kelurga Bucket	16	2	√					
14	The Lover of Chocolate	7	1	Si Penggemar Cokelat	17	2	√					
15	Wonka's Factory	7	4	Wonka's Factory	18	2		√				
16	Mr. Willy Wonka	7	4	Mr. Willy Wonka	18	2	√					
17	The Greatest Inventor and Maker of Chocolates	7	4	Pencipta dan Pembuat Cokelat Paling Hebat	18	2	√					
18	Watery Cabbage Soup	8	1	Sup Kubis Encer	19	1						√
19	Wonka's Chocolate Factory	8	3	Wonka's Chocolate Factory	20	2		√				

20	The Cleverest Chocolate Maker	9	2	Pembuat Cokelat Paling Pintar	21	2	√					
21	Magician	9	5	Tukang Sihir	21	5	√					
22	The Kings and Presidents	10	4	Raja serta Presiden	23	1	√					
23	Chocolate Ice Cream	10	4	Es Krim Cokelat	23	1						√
24	Icebox	10	4	Kulkas	23	1						√
25	Marshmallows	11	4	Marshmallow	23	5						√
26	Violets	11	4	Bunga Violet	23	5						√
27	Rich Caramels	11	4	Karamel Gurih	23	5						√
28	Candy Balloons	11	4	Balon Gula	23	5						√
29	Blue Birds' Eggs	11	4	Permen Telur Burung Biru	24	1						√
30	Tiny Little Pink Sugary Baby Bird	12	1	Bayi Burung dari Gula yang Sangat Kecil	24	1						√
31	Indian Prince	12	5	Pangeran India	24	5	√					
32	Indian	12	5	India	24	5			√			
33	Prince Pondicherry	12	6	Pangeran Pondicherry	24	6	√					
34	India	12	1	India	25	1		√				
35	Dark or Light Chocolate	13	1	Cokelat Hitam ataupun Putih	25	3						√
36	Hot Chocolate	13	1	Cokelat Hangat	25	3						√
37	Fickelgruber's Factory	16	1	Pabrik Fickelgruber	28	8		√				
38	Mr. Prodnose's Factory	16	1	Pabrik Mr. Prodnose	29	1		√				
39	Mr. Slugworth's Factory	16	1	Pabrik Mr. Slughworth	29	1		√				
40	Mr. Fickelgruber	18	1	Mr. Fickelgruber	31	5	√					
41	Mr. Prodnose	18	1	Mr. Prodnose	31	5	√					

42	Mr. Slugworth	18	1	Mr. Slugworth	31	5	√					
43	Post Office Trucks	18	5	Truk-truk Kantor Pos	31	9						√
44	The Chocolate-Making World	18	7	Dunia Pembuatan Cokelat	32	2						√
45	The Candy-Making Genius	19		Jenius dalam Bidang Gula-gula	33		√					
46	Golden Tickets	20	1	Tiket Emas	34	1						√
47	Wonka's Candy Bar	20	3	Cokelat Wonka	34	2						√
48	Augustus Gloop	21	5	Augustus Loop	36	1	√					
49	The Newspaperman	22	2	Wartawan	36	2	√					
50	Sweetshops	23	4	Toko Permen	38	2		√				
51	Russia	23	4	Rusia	38	2		√				
52	Charlotte Russe	23	4	Charlotte Russe	38	2	√					
53	England	23	4	Inggris	38	2		√				
54	Professor Foulbody	23	4	Profesor Foulbody	38	2	√					
55	Veruca Salt	24	2	Veruca Salt	39	2	√					
56	Mr. Salt	24	3	Mr. Salt	40	2	√					
57	Wonka's Whipple-Scrumptious Fudgemallow Delight	26	2	Wonka's Whipple-Scrumptious Fudgemallow Delight	42	2						√
58	Mr. Bucket's Newspaper	29	9	Koran Sore Mr. Bucket	46	1						√
59	Miss Violet Beauregarde	30	3	Miss Violet Beauregarde	46	3	√					
60	The Beauregarde Household	30	3	Rumah Keluarga Beauregarde	46	3		√				
61	Reporter	30	3	Wartawan	46	3	√					
62	Gumchewer	31	2	Penggemar Permen Karet	47	2	√					
63	Mrs. Beauregarde	31	3	Mrs. Beauregarde	48	2	√					

64	Miss Cornelia Prinzmetel	31	4	Miss Cornelia Prinzmetel	48	3	√					
65	Mike Teavee	32	5	Mike Teavee	49	5	√					
66	The Teavee Household	32	8	Rumah Keluarga Teavee	49	7		√				
67	Whiz-banger	33	3	Betul-betul Asik	50	3						√
68	Wonka's Nutty Crunch Surprise	35	6	Wonka's Nutty Crunch Surprise	53	4						√
69	Cabbage Meals	38	1	Masakan Kubis Encer	56	2						√
70	Newspaper and Stationary Store	42	7	Toko Koran dan Permen	61	4		√				
71	The Shopkeeper	43	2	Si Pemilik Toko	62	4	√					
72	Dervish	49	7	Penari Sirkus	70	5	√					
73	Golden Ticket Holders	50	2	Pemegang Tiket Emas	71	26	√					
74	February	51	1	Bulan Februari	72	3					√	
75	Photographers	53	3	Fotografer	74	4	√					
76	The Lone Ranger	56	2	The Lone Ranger	77	7	√					
77	Windbreaker	56	2	Jaket	77	7						√
78	Roasting Coffee	61	3	Kopi Panas	84	4						√
79	Burnt Sugar	61	3	Gula Bakar	84	4						√
80	Melting Chocolate and Mint and Violets	61	3	Cokelat Cair, Permen dan Violet	84	4						√
81	Crushed Hazelnuts	61	3	Hazelnut Tumbuk	84	4						√
82	Apple Blossom	61	3	Bunga Apel	84	4						√
83	Lemon Peel	61	3	Kulit Jeruk	84	4						√
84	The Chocolate Room	63		Ruang Cokelat	86			√				
85	Weeping Willows	64	2	Weeping Willow	89	2						√

86	Alders	64	2	Alder	89	2						√
87	Rhododendrons	64	2	Rhododendron	89	2						√
88	Buttercups	64	2	Bunga Buttercup	89	2						√
89	Swudge	66	2	Swudge	90	2						√
90	Buttercup	66	7	Buttercup	91	2						√
91	The Oompa-Loompas	68	8	Bangsa Oompa-Loompa	92	4			√			
92	Loompland	68	2	Loompaland	93	2		√				
93	Hornswogglers	69	1	Hornswogglers	93	6						√
94	Snozzwangers	69	1	Snozzwangers	93	6						√
95	Whangdoodles	69	1	Whangdoodle	93	6						√
96	Eucalyptus Leaves	69	1	Daun Kayu Putih	94	2						√
97	Bong-bong Tree	69	1	Pohon Bong-bong	94	3						√
98	Cacao Bean	69	1	Biji Kakao	94	6						√
99	English	70	1	Bahasa Inggris	94	27			√			
100	Oompa-Loompish	70	1	Bahasa Oompa-Loompa	94	28			√			
101	Oompa-Loompa	70	2	Oompa-Loompa	95	2	√					
102	Mrs. Gloop	72	3	Mrs. Gloop	98	2	√					
103	Mr. Gloop	74	6	Mr. Gloop	98	3	√					
104	Marshmallows Room	75	6	-	101	7		√				
105	Strawberry-Flavored Chocolate-Coated Fudge	75	6	Fudge Lapis Cokelat Rasa Stroberi	101	7						√
106	Fudge Room	76	1	Ruangan Fudge	102	2		√				
107	Chocolate Fudge	76	3	Fudge Cokelat	102	4						√

108	Augustus-Flavored Chocolate-Coated Gloop	76	8	Cokelat Gloop Rasa Augustus	102	9						√
109	The Great Big Greedy Nincompoop	78	7	Gentong Gendut yang Nyaris Meletup	105	3						√
110	Viking Boat	81	2	Perahu Viking	108	2						√
111	Storeroom Number 54	86	2	Gudang Nomor 54	114	2		√				
112	Dairy Cream	86	2	Krim Susu	114	2						√
113	Whipped Cream	86	2	Krim Kocok	114	2						√
114	Violet Cream	86	2	Krim Violet	114	2						√
115	Coffee Cream	86	2	Krim Kopi	114	2						√
116	Pineapple Cream	86	2	Krim Nanas	114	2						√
117	Vanilla Cream	86	2	Krim Vanila	114	2						√
118	Hair Cream	86	2	Krim Rambut	114	2						√
119	Storeroom Number 71	86	5	Gudang Nomor 71	114	5		√				
120	Storeroom Number 77	86	8	Gudang Nomor 77	114	9		√				
121	Coffee Beans	86	8	Biji Kopi	114	9						√
122	Jelly Beans	86	8	Biji Jeli	114	9						√
123	Has Beans	86	8	Biji Tua	114	9						√
124	Inventing Room	87	2	Ruang Penciptaan	116	2		√				
125	Old Fickelgruber	87	3	Si Fickelgruber Tua	116	3	√					
126	Prodnose	87	3	Prodnose	116	3	√					
127	Slugworth	87	3	Slugworth	116	3	√					
128	Christmas	88	4	Natal	117	5				√		
129	Everlasting Gobstoppers	88	5	Penyumpal Mulut Abadi	118	2						√

130	Testing Room	90	3	Ruang Uji Coba	118	4		√				
131	Toffee	90	4	Toffee-Permen Keras	118	5						√
132	Hair Toffee	90	5	Toffee Rambut	120	2						√
133	Mr. Beauregarde	96	6	Mr. Beauregarde	127	8	√					
134	The Beauregardes	96	6	Keluarga Beauregarde	127	8	√					
135	Blueberry Pie and Cream	96	8	Pai Blueberry dan Krim	128	2						√
136	Juicing Room	99	3	Ruang Peras	131	1		√				
137	Miss Bigelow	100	7	Miss Bigelow	132	12	√					
138	De-juicing Machine	102	3	Mesin Peras	135	3						√
139	Eatable Marshmallow Pillows	104	4	Bantal Marshmallow yang Bisa Dimakan	137	5						√
140	Lickable Wallpaper for Nurseries	104	5	Kertas Dinding untuk Kamar Anak yang Bisa Dijilat	138	1						√
141	Snozzberries	105	1	Snozzberry	138	3						√
142	Hot Ice Cream for Cold Days	105	5	Es Krim Panas buat Hari-hari Dingin	138	7						√
143	Cows that Give Chocolate Milk	105	7	Sapi yang Menghasilkan Susu Cokelat	138	9						√
144	Fizzy Lifting Drinks	105	11	Minuman yang Mengangkat	139	3						√
145	Square Candies that Look Round	106	4	Permen Persegi yang Tampak Bundar	140	2						√
146	Butterscotch and Buttergin	108	4	Butterscotch dan Buttergin	143	6						√
147	The Nut Room	109	6	Ruang Kacang	145	1		√				
148	Angina	115	5	Angina	152	2	√					

149	The Great Glass Elevator	118		Lift Kaca yang Besar	156							√
150	The Rock-Candy Mine--10.000 Feet Deep	120	1	Tambang Permen Karang--Sedalam 3.000 Meter	157	8						√
151	Cokernut-Ice Skating Rinks	120	2	Arena Skating Es Cokernut	158	1						√
152	Strawberry-Juice Water Pistols	120	3	Pistol Air Berisi Jus Stoberi	158	2						√
153	Toffee-Apple Trees for Planting Out in Your Garden-All Sizes	120	4	Pohon Toffee Apel untuk Ditanam di Kebunmu--Semua Ukuran	158	3						√
154	Exploding Candy for Your Enemies	120	5	Permen Meledak buat Musuhmu	158	4						√
155	Luminous Lollies for Eating in Bed at Night	120	6	Loli Bercahaya untuk Dimakan di Tempat Tidur di Waktu Malam	158	5						√
156	Mint Jujubes for the Boy Next Door--They'll Give Him Green Teeth for a Month	120	7	Permen Jujube Mint buat Tetangga Sebelah--Supaya Giginya Hijau Selama Satu Bulan	158	6						√
157	Cavity-Filling Caramel--No More Dentists	120	8	Karamel untuk Menambal Gigi Berlubang--Tak Perlu ke Dokter Gigi	158	7						√
158	Stickjaw for Talkative Parents	120	9	Permen Rahangkaku buat Orang Tua Bawel	158	8						√
159	Wriggle-Sweets that Wriggle Delightfully in Your Tummy after Swallowing	120	10	Permen Geliat yang Menggeliat Enak di Perut Sesudah Ditelan	158	9						√
160	Invisible Chocolate Bars for Eating in Class	120	11	Cokelat Tak Kasamata untuk Dimakan di Dalam Kelas	158	10						√
161	Candy-Coated Pencils for Sucking	120	12	Pensil Berlapis Gula untuk Diisap	158	11						√

162	Fizzy Lemonade Swimming Pools	120	13	Kolam Renang Limun Mendesis	158	12						√
163	Magic Hand-Fudge--When You Hold It in Your Hand, You Taste It in Your Mouth	120	14	Fudge-Tangan Ajaib--Pegang di Tangan, Rasakan di Mulut	158	13						√
164	Rainbow Drops--Suck Them and You Can Spit in Six Different Colors	120	15	Permen Pelangi--Isaplah dan Kau Bisa Meludah dalam Enam Warna Berbeda	158	14						√
165	Television Room	120	17	Ruang Televisi	158	16		√				
166	Television Chocolate	120	18	Cokelat Televisi	159	1						√
167	Fudge	122	5	Fudge	161	3						√
168	The Television-Chocolate Room	124		Ruang Cokelat Televisi	164			√				
169	The Teavee Family	124	3	Keluarga Teavee	164	1	√					
170	Mr. Teavee	133	11	Mr. Teavee	173	3	√					
171	Mrs. Teavee	133	13	Mrs. Teavee	173	2	√					
172	Supervitamin Candy	136	5	Cokelat Supervitamin	178	1						√
173	Penelope	140	19	Maria	183	1	√					
174	Beatrix Potter	140	20	Beatrix Potter	183	2	√					
175	Mr. Tod	140	21	Mr. Tod	183	3						√
176	Squirrel Nutkin	140	22	Nutkin Tupai	183	4						√
177	Pigling Bland	140	22	Pigling Bland	183	4						√
178	Mrs. Tiggy-Winkle	140	23	Mrs. Tiggy-Winkle	183	5						√
179	The Camel	140	24	Si Onta	183	6						√
180	The Monkey	140	25	Si Kera	183	7						√
181	Mr. Toad	140	26	Mr. Toad	183	8						√

182	Mr. Rat	140	27	Mr. Rat	183	9						√	
183	Mr. Mole	140	27	Mr. Mole	183	9						√	
184	Gum-stretching Machine	149	6	Mesin Pengulur Permen Karet	193	3						√	
185	Charlie's Chocolate Factory	150		Pabrik Cokelat Charlie	194			√					
186	Charlie and the Chocolate Factory			Charlie dan Pabrik Cokelat Ajaib								√	
	Total							53	27	4	1	4	97