

CHAPTER I

INTRODUCTION

This chapter contains five subchapters; Background of the research, research question, objective of research, scope of the research, significant of the research, and clarification of key terms.

1.1 Background of The Research

One phenomenon that highlights the diversity of cultures, socioeconomic classes, and linguistic situations is the language gap. According to Saroinsong (2019), language is seen as two sides of a single whole, highlighting its crucial function in the cultural sphere. The reason for this relationship is that language serves as a reflected mirror, reflecting the self-identity and culture of its users.

In addition, the meanings inherent in each language contribute to language differences. Sukaesih (2020) categorizes languages into high-context cultures which are prevalent in African, Chinese, Indian, Indonesian, and Turkish languages, and low-context cultures, which are prevalent in Dutch, English, German, Israeli, and the United States. Febiana and Turistiati (2019) state that high-context cultures derive more meaning from contextual cues, and low-context culture is characterized by literal meaning, direct meaning, and clear messages like English as an international language. In contrast, Sundanese, a widely spoken mother tongue in Indonesia, falls into the high context category. Here, context significantly shapes the interpretation of expressions, with the message conveyed often being indirect or implicit (Sudarmika, 2020).

The difference in language categories between English and Sundanese, especially in terms of semantics, leads to varying terminology across different contexts. Examining this phenomenon of language difference reveals many unique words in both languages that have equivalent meanings. For instance, 'take it easy' in English translates to '*kalem weh*' in Sundanese, conveying the idea of staying calm and relaxed in a specific situation. Notably, Sundanese usage targets individuals of similar status, whereas English usage is more general (*Najmah in Brilio, May 7, 2021*). Similarly, '*hangout*' in English finds its equivalent in

'*mejeng*' in Sundanese, denoting someone observing and presenting themselves in a particular place (*Yucki in Cultura. Id, December 20, 2023*).

Based on the example, the varied word equivalents between English and Sundanese signify cultural influences, enriching linguistic expressions with nuanced distinctions. This language comparison unveils the intricate interplay between cultural contexts, contributing to the captivating diversity observed in these languages.

In this research, State-Of-The-Art (SOTA) shows the current level of knowledge and understanding in a particular field. Specifically, semantic equivalence is the relationship between words or phrases that have the same meaning in different languages, contexts, or fields, especially in the investigation of English and Sundanese terms. This includes all contemporary findings, theories, methodologies, and practices relevant to the research topic at a given time. To obtain research gaps and novelty to enhance research discussion, and used to provide an up-to-date overview of terminology and technology utilization across the digital community. The differences from the previous studies can be seen in the following chart:

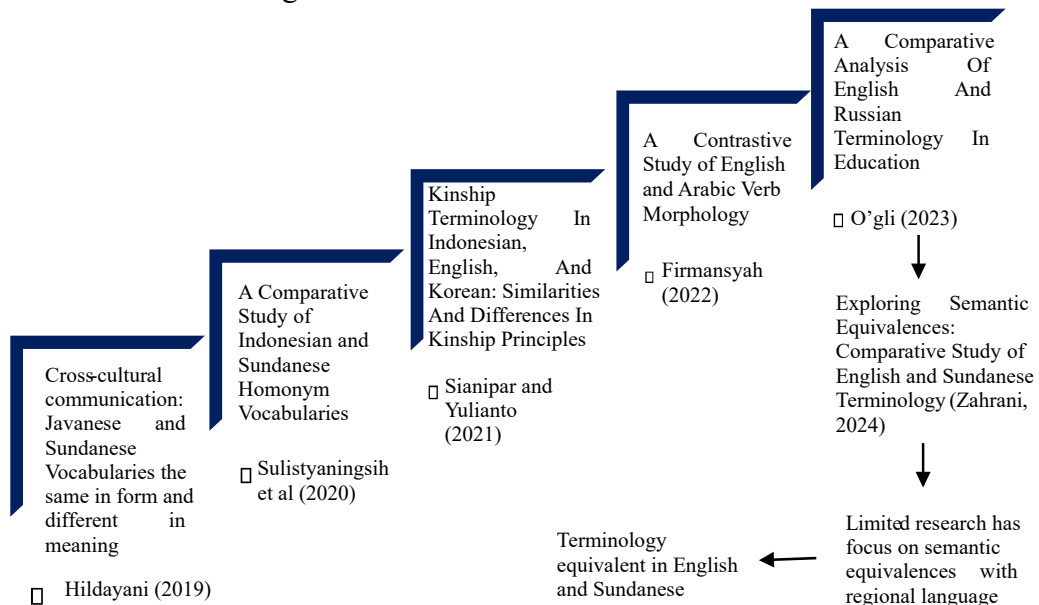


Figure 1.1 State of The Art

Although a lot of research has studied semantic equivalence between languages, especially in various disciplines, there is a noticeable gap in the

existing literature. In particular, limited research has focused on semantic equivalence related to cross-language especially to regional language specifically Sundanese terminology. This is particularly important given the contemporary phenomenon where the study of terminology or specialized vocabulary has experienced significant growth, affecting language development (*Hardyanto in Setkab.go.id April 7, 2023*).

Therefore, there is an urgent need to fill this research gap by investigating the semantic equivalence of terminology between two languages, English and Sundanese. Although the equality of the meaning of a term in this study is seen and explained according to its function in everyday life. Suppose the term is used for what and for whom. This is because there are no relevant researchers discussing this matter.

This is especially important in the era of rapid globalization, where international and regional languages are gaining more and more attention. This kind of research serves as a means to preserve regional languages amidst the ongoing wave of globalization.

In conclusion, this research embarks on an important exploration of semantic equivalence between English and Sundanese terminology. The expected outcome is a rich data set of words, which offers practical insights for cross-cultural communication, language education, and translation practice. Theoretical implications expand our understanding of contextual semantics, while ethical considerations ensure the integrity and respectability of the research process.

1.2 Research Questions

Based on the above rationale, the researcher formulates a problem statement to find semantic equivalences by comparing English and Sundanese terminology. Researchers discuss the following problems, namely:

1. What are the semantic equivalences between English and Sundanese terminology?
2. How are the meanings of terminology in English and Sundanese speech affected by context?

1.3 Objectives of The Research

Based on the problem formulation above, the researcher made the following problem objectives:

1. To explore the semantic equivalences between English and Sundanese terminology.
2. To know the meanings of terminology in English and Sundanese speech affected by context.

1.4 Scope of The Research

This research aims to comprehensively examine semantic equivalence between English and Sundanese general terminologies, focusing on comparative analysis of their usage in daily life. The study employs a qualitative descriptive method, integrating Chaer's (2007) contextual semantic theory, to investigate nuanced differences in the usage and meanings of words.

1.5 Significance of The Research

This research is formulated as an effort to find some uses. The uses of this research are:

1. Theoretically

The research contributes theoretically by enriching the understanding of lexical semantics, meaning change, and contextual intricacies in language.

2. Practically

This research goes beyond linguistic analysis; it contributes to breaking down linguistic barriers, improving language-related practices, and fostering a deeper appreciation for the cultural wealth embedded in Sundanese. Its implications extend to education, translation, and cultural preservation, making it a valuable and timely exploration in the context of our interconnected world.

1.6 Clarification of Key Terms

1.6.1 Semantic Equivalence

Efforts to achieve accurate and meaningful communication between languages rely on the concept of semantic equivalence. Simply put, this concept refers to the relationship between words or phrases in different languages that convey the same meaning (Prasetyo, 2020). This seemingly simple notion becomes much more complicated when considering the rich tapestry of languages, each of which has unique cultural nuances and references (Gu, 2023).

Literal translations, while tempting, often fail to capture the essence of the source text. For example, translating "Good morning" from English to Spanish as "Buen mañana" may be technically correct, but a more natural greeting would be "Buenos días" (Risan, 2021). This highlights the importance of understanding the cultural context and idiomatic expressions that bring language to life.

The real challenge to achieving semantic equivalence lies in the complexity of context. Consider the sentence "I saw him at the bank." Depending on the context, "bank" can refer to the edge or bank of a river. A skilled translator must consider the surrounding text and situational factors to reveal the intended meaning.

In conclusion, semantic equivalence is not a rigid formula, but a dynamic concept that demands an understanding of different languages. By recognizing the complexities and using appropriate techniques, translators can bridge the linguistic gap and ensure clear and impactful cross-cultural communication.

1.6.2 Comparative Study

Contrastive linguistics, an interesting field related to comparative linguistics, investigates complex comparisons between languages (Sulhiyah, 2020). It's a journey that uncovers the richness of language, revealing similarities, differences, and underlying structures. By carefully comparing

grammatical patterns, vocabulary, and sound systems, linguists gain valuable insight into the universal principles that govern human language. This comparative approach not only deepens our understanding of each language but also provides a broader perspective on universal language and the amazing diversity of human communication.

1.6.3 Terminology

Terminology is a discipline that deals with scientific or technical vocabulary.

The purpose is to study the way science and technology designate objects and phenomena. Terminology also refers to the identification, formatting, and management of terms, especially in the form of dictionaries and databases (Kuldashova, 2019).