

CHAPTER I

INTRODUCTION

1.1 Background of the Project

Translating is one way in which we know and help in interpreting a language that we do not know, so that we understand the message. Translating is not only understanding another language but we also understand its meaning and context. Newmark (1988) stated that translation is the process of conveying the meaning of a text into another language without changing the original message. Catford (1965) added that equivalence in translation is not only about words, but also includes structure and context. Meanwhile, Vinay and Darbelnet (1995) emphasized that cultural differences must be considered to ensure that the translation remains natural and easy to understand. Now I am trying to complete my final project entitled the book semiotics at the circus, this book explains the performing arts of meaning, symbols and movements of players in a circus event.

This book was written by Paul Bouissac, a French semiotics expert who was born in 1934. As Professor Emeritus at the University of Toronto, he is known as one of the pioneers in circus studies. His works combine first-hand experience in the circus world with in-depth academic research, as seen in his books *Circus and Culture* (1976) and *The End of the Circus* (2020). Translating this semiotic book aims to introduce symbols and contexts in western circus events so that Indonesian readers have a broader insight. As Newmark (1988) stated, translation is not just about words but also about preserving messages and language styles. By considering cultural adaptation, as emphasized by Vinay and Darbelnet (1995), this project seeks to produce a translation that remains faithful to the original meaning while being easily understood by Indonesian readers.

1.2 Purpose of the Project

a. Enriching Semiotic Studies in Indonesia

Semiotics is a field that develops in various disciplines, such as linguistics, anthropology, and cultural studies. This book can be an important reference for researchers and students who want to understand how meaning is constructed in circus performances.

b. Fulfilling academic requirements

by completing a final assignment as one of the main requirements to obtain a Bachelor's degree in English, Faculty of Cultural Sciences, Dharma Andalas University. The following is an in-depth and systematic study to meet the academic standards set by the institution.

c. Facilitating Access for Non-English Readers

Not all students and researchers in Indonesia have sufficient English skills to understand complex academic texts. By translating it, more people can access Bouissac's ideas without language barriers.

1.3 Why did you choose this book

I chose Semiotics at the Circus to translate because it discusses the circus from a semiotic perspective, a unique topic that is rarely discussed in Indonesian literature. The translation can enrich academic references, especially in communication studies, cultural anthropology, and performing arts. In addition, Paul Bouissac's engaging writing style makes this book more accessible and enjoyable for a wide range of audiences.