CHAPTER I

INTRODUCTION

1.1 Background

Nowadays, globalization influences many countries including Indonesia. To get involved in this era people have to communicate well. The most important means in communication is language, and in order to communicate with others in a global way, people have to master a language which is commonly used in global communication. English is the language which is mostly used by global world. However, not everybody can speak and comprehend English well. Therefore, people need a solution to solve the problem of inability in speaking and understanding English and the answer is translation.

Translation plays an important role for the people who do not understand a foreign language, in this case English. For example, there are many English texts translated into Indonesian such as science book, newspaper, even advertisement in the internet. The translated version of the texts will make people understand what the texts are about. By translating the text from source language to target language, people now can get information easier. They understand what the content of the text just by reading its translation.

So what is translation? According to Newmark (1988, p.5) translation is "rendering the meaning of a text into another language in the way the author intended the text". While based on Oxford Advanced Learner's Dictionary (2005,

p.1632) translation is "the process of changing something that is written or spoken into another language."

Regarding the two explanations above, the aim of the translation is to transfer the message from source language to target language accurately. Therefore, to get an accurate translation, the translator must have a strategy so that the meaning of the message from the source language does not change. The translator must know the appropriate methods in translating the text as well. For instance, the strategies that are used in translating literary text will be different from the strategies that are used in translating informative text such as newspaper and journal. Likewise, the method in translating texts in the print media will be different from translating texts in the internet.

In the internet, people from all around the world can easily find out the latest information and news. Moreover, people are able to socialize and make new friends. By connecting to the internet, space and time are not limited anymore. Since the internet is global, the language used is usually written in English. Thus, some texts in the internet are written in translated version to make them comprehensible for those who don't master English.

However, there are some problems often faced by the translator in translating sort of text whether in print media or in internet. Since a translated text must convey a constant message from the source language, people have to figure out the ways to make the translation natural. It was also the problem that the writer often found in doing a translation. Therefore, the writer conducted a research about translation methods and procedures that were used in a text written

in the internet. In this case, the writer chose Friendster website as an object of the research. Friendster is a social networking website that connects people all around the world and now it is translated into Indonesia. But since Friendster website is too large so the writer limits the object into its web pages.

1.2 The Reasons for Choosing the Topic

The writer chose the topic, an analysis of translation methods and procedures of a text in internet particularly Friendster because the writer is interested in studying the translation subject. Another reason is that Friendster is a famous website that consists of million members from many countries including Indonesia. As mentioned earlier, in globalization era people can communicate and make friends through internet and Friendster is one of the websites that can make it true. The achievement of Friendster in gaining many members in Indonesia made it translated into Indonesian. Thus, the writer investigated the translation methods and procedures that are used in Friendster.

1.3 Research Questions

The study addresses the following questions:

1. What translation methods are used in translating some pages of Friendster website?

2. What translation procedures are used in translating phrases in some pages of Friendster website?

1.4   The Aims of the Study

The study is intended to investigate the following purposes:

1. To investigate the translation methods used in translating some pages of Friendster website.

2. To identify the translation procedures used in translating phrases in some pages of Friendster website.

1.5   Limitation of the Study

The study focuses on the analysis of methods and procedures used in Friendster. Friendster is a huge website that consists of many web pages, therefore the writer limited the subject into these particular pages; Log in, Home, My Profile, My Application, My Connection, Explore, Search, Mobile, Find Friends, Messages, Setting, Help, and Log Out. The analyzed pages were the first page of each menu.

1.6   Research Methodology

The writer conducted the research based on a qualitative approach which is descriptive in nature. According to Moleong (1989), the qualitative approach can be used to understand what lies behind certain phenomenon. Meanwhile, Fraenkel and Wallen (1993, p.380) stated that "research studies that investigate the quality of relationships, activities, situations or materials are frequently referred to as qualitative research".

In addition, according to Fraenkel and Wallen (1993, p.23) descriptive method is "a method used to explain, analyze and classify something through various techniques, survey, interview, questionnaire, and test". Therefore, the writer assumed that it was appropriate to apply the descriptive qualitative approach to disclose and to comprehend the methods and procedures in translating Friendster.

1.7   Research Procedures

The procedures of the study are divided into two steps. First of all is data collection. In collecting the data, the writer saved the transcripts of Friendster web pages. Those transcripts were both in English and Indonesian versions. The writer then read and compared English and Indonesian Friendster pages. By doing this, the writer figured out the accuracy of the translation. Next, all the phrases and sentences in selected pages were listed and categorized based on their types and the writer distributed a purposive sampling method. It was conducted to get the representative sample from the English and Indonesian versions of Friendster. The writer also conducted library research to study some supporting theories related to the study.

The second step is data analysis. After collecting the data by using purposive sampling, the writer investigated the methods and procedures used in Friendster. The writer then classified the data based on the Friendster pages and made a table for the collected data. After the data have been analyzed, they were interpreted to gain conclusions.

1.8   Clarification of the Key Terms

Analysis   : the detailed study or examination of something in order to understand more about it; the result of the study. (Oxford Dictionary, 2005)

Friendster   : an internet social network service. It is based on the Circle of Friends and Web of Friends techniques for networking individuals in virtual communities and demonstrates the small world phenomenon. (http://wikipedia.org)

Internet   : an international computer network connecting other networks and computers from companies, universities, etc. (Oxford Dictionary, 2005)

Translation   : rendering the meaning of a text into another language in the way the author intended the text. (Newmark, 1988). The writer analyzed the translation of Friendster website by using translation theory by Newmark.

Web Pages   : documents that are connected to the World Wide Web and that anyone with an internet connection can see, usually forming part of a website. (Oxford Dictionary, 2005). In this study, the analyzed web pages are 13 pages of Friendster website.

Website   : a place connected to the internet, where a company or an organization, or an individual person, puts information. (Oxford Dictionary, 2005). The writer chose Friendster website in this study.

1.9   Organization of the Paper

The writer presents this paper in several chapters as follows:

Chapter I: Introduction

This chapter contains the background of the study, the reasons for choosing the topic, research questions, the aims of the study, the limitation of the study, research methodology, research procedures, clarification of the key terms and organization of the paper.

Chapter II: Theoretical Foundation

This chapter describes the theories that provide a basis for conducting the research. It explains about the translation theory and internet in general.

Chapter III: Research Methodology

This chapter focuses on the methodology and procedures of the research. It comprises of research design that provides the description of descriptive and qualitative method, and it also consists of object of the research, data source and the techniques of collecting and analyzing the data.

Chapter IV: Data Analysis and Discussions

In this chapter, the writer discusses the data analysis, the findings of the research along with the writer's interpretation of the result based on the theory given previously.

Chapter V: Conclusions and Suggestions

This chapter provides conclusions of the research and the suggestions where appropriate.