

CHAPTER I

INTRODUCTION

1.1 Background of Study

Language is a media to communicate from one to another. It is important to avoid misunderstanding. There are so many languages in the world. People have their own language. So, they do not understand other languages and cannot communicate. Thus, the language has to be translated.

Translation is converting message from source language to target language. It is needed because there are many languages. When the information from source language is translated, the target (people) will understand what information means. According to Machali (in Fachwinalia, 2009) language delivers same message in another language. It has method and procedure to be presented. Newmark (1988) states that the difference between method and procedures of translation are the method of translation are for whole text meanwhile procedures of translation are for smaller unit in text.

Advertisement is universal. There is a copywriting inside; the art and science of copywriting involves strategically writing words that promote a person, product, business, opinion, or idea. Person who does copywriting is called copywriter. According to Purnama (2009), copywriter is a profession that determines a successful advertising; in sales letter or promotion. A part of copywriting is headline. It represents advertisement. It can tell what

advertisement is about. Therefore, headline is so fundamental in advertisement. Headline represents the product through advertisement.

A headline is a important element of copywriting. Headline could make people want to buy a product because they are interested in it. Headline represents the magic words but when it is translated it is not known whether the magic still appear or not; whether the information be delivered or not.

In Indonesia, headline of brand that is not from Indonesia is translated. Since many years ago, there are many advertisements that are translated from English to Indonesian. It is because of adjustment with local, here it is Indonesia. Headline in Indonesian can be better or not; whether it has same sense with the origin or not.

Language is in line with headline. Both of them are used by human to express the feeling or the product. Advertising headline is not sentence; it is usually phrase. So, the translation that is used is procedure of translation.

Many experts have different procedures. One of the experts is Newmark (1988). He has a theory of translation procedure. These are transference, naturalization, literal, cultural equivalent, functional equivalent, descriptive equivalent, synonymy, through-translation, shifts/transposition, modulation, recognized translation, translation label, compensation, componential analysis, reduction and expansion, paraphrase, other procedures (equivalent and adaptation), couplets, notes, addition, and glosses, etc.

1.2 Research Questions

This research was conducted to answer the following research questions

1. What translation procedures that are used in advertising headlines?
2. What are the most preferred translating advertising headlines according to the respondents?

1.3 Aims of the Research

Related to the research questions, this research is aimed:

1. To find out procedures of translation that are used in advertising headlines.
2. To find out the most preferred translating advertising headlines according to the respondents.

1.4 The Scope of the Research

The research observed which translation procedures are used in translating advertising headline. And the most preferred translating advertising headlines according to the respondents.

1.5 Significance of the Research

This research provides certain findings about the procedures of translation that are used in translating advertising headlines and the most preferred ones according to the respondents. It will influence the advertising in promoting the product that

has a preferred translating headline and translation procedure that is used brings impact on that.

1.6 Clarification of the Key Terms

In this research there are several terms that are needed to be defined as follows:

Translation: it transfers the meaning of the source language into the target language. It changes a form of the surface structure of a language (Larson, 1984:3). The translation's texts are English headlines to Indonesian headlines.

Translation Procedure: translation that are used for sentences and the smaller unit of language (Newmark, 1988:81). Procedure here means way in translation for transferring the message (phrase) from source language to target language.

Copywriting: use of words in advertisement to attract people to buy. Copywriter is called for the doer. Copywriting should adapt in the area. So, copywriting changes when the area changes (the target from English to Indonesian).

Headline: it is the part of copywriting. It is the most important element of an advertisement. It offers a promise to the reader of a believable benefit and be phrased to create a memory value (in Hite in Altstiel and Grow). Headline represents the product, first step to bring viewer of the advertisement buying the product. English headlines are often translated to Indonesian to make the product "tastes" Indonesia.

SL : Source language, language (text) that is translated to other languages.

TL : Target language, language (text) that becomes result of the translation from source language.

1.7 Organization of the Paper

This paper consists of five chapters as follows: first, chapter I: Introduction. This chapter consists of Background of Study, Research Questions, Aims of the research, Scope of the research, significance of the Research and Clarification of Terms.

Second, chapter II: Theoretical Foundation. This chapter explains foundation of theories related to the research. It provides theories that support this paper. There are definitions of translation, aims of translation, processes of translation, procedures of translation, criteria of a good translation, copywriting and headline, headline categories and criteria of a good headline.

Third, chapter III: Methodology. This chapter includes the application of the methodology such as Research design, Instrumentation, Data collection, Procedure of the Research. Then, chapter IV: Analysis and Discussions. This chapter contains the analysis of the Research, findings and discussion.

Finally, Chapter V: Conclusions and Suggestions. This chapter contains the conclusion and the interpretation of this research. And there is also reference that contains the sources which are used and taken for the research and Appendix.