CHAPTER I

INTRODUCTION

The first chapter is Introduction. This chapter discusses the background of research, research questions, aims of study, research methodology, significance of the study, clarification of the key terms, and organization of the paper.

1. 1 Background of Research

In current modern world, globalization influences many countries including Indonesia. One element that is very important in global age is communication, and undeniably language is always important to communicate. Today, in order to communicate with others effectively, in global community people have to master particular languages, especially English. English is the language which is mostly used by global community. However, some people cannot use and understand English well. Therefore, doing translation is one of the solutions to overcome the language and cultural barrier. In addition, it also increases cultural understanding among nations all over the world.

By using internet, people all around the world can easily find out the latest information and news. Furthermore, people are able to socialize and make new friends thru internet. The technology is globally used by people around the world and mostly written in English. Therefore, as the language of internet is English, the profession of English translator is necessary. The

translator has to figure out the ways to make a good translation since a translated text must convey a constant message from its source text.

According to Newmark (1988:5), translation is defined as 'rendering the meaning of a text into another language in the way the author intended the text'. Translation plays an important role for people who do not understand a foreign language, in this case English. For example, there are many English texts translated into Indonesian in forms of novel, science book, newspaper, and even article in the internet. The translated versions of the texts will make people easily understand what the texts are about. By translating the text from source language to target language, people now can get information without much difficulty. They can understand the contents of particular texts just by reading its translation.

Regarding the considerations above, the aim of the translation process is to transfer messages from source language to target language clearly, accurately, and naturally. Therefore, to produce a good translation, there are several strategies to be a good translator. To make a correct translation, a translator must understand the appropriate methods in translating the text well. In his book, *A Textbook of Translation* (1988:45), Newmark defines the translation methods as processes which emphasize in the relation between source language (SL) and target language (TL). As there are many types of text, more than one strategy will be needed in the translation process. For example, 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. Furthermore, the method used in translating text in the printed media will be different from the method used in translating text in the internet.

In this study, the researcher chooses Facebook website as the object of the research. In these recent years, Facebook becomes a popular social networking that connects people around the world, and it has been translated into many languages, including Bahasa Indonesia. In January 2012, Indonesia already had 41,777,240 Facebook users and it was ranked at 2nd position of the top ten Facebook-users countries in the world and the first position in South East Asia (*www.checkfacebook.com*). Nevertheless, since the website has numerous lines of texts, the researcher will limit the research to analyze the translation of sentences and phrases of the official pages in the web pages. Also, the research will focus on its translation methods and procedures in translating sentences and phrases in the web pages of Facebook.

Facebook is a huge website that consists of many web pages. Therefore, the researcher limited the research into the translation of sentences and phrases in the following pages: Account Settings page, Activity Log page, Advertise on Facebook page, Basic Information page, Contact Information page, Create a Page page, Education and Work page, Find Friends page, Friends and Family page, General Account Settings page, Help Centre page, Home page, Payments page, Privacy Settings page, Profile page, Profile Picture page, Request page, Security Settings page, Sports page, and Welcome page. The analyzed pages were the first pages of each menu.

The procedures of the research are divided into two steps. The first is data collection. To collect the data, the researcher saved the transcripts of Facebook web pages both in English and in Indonesian versions. Then, the researcher read and compared the English and Indonesian Facebook pages. Next, all sentences and phrases in the selected pages were listed and categorized. After that, the researcher distributed a purposive sampling method to get the representative samples from English and Indonesian versions of Facebook website.

The next step is data analysis. The researcher investigated the methods and procedures used in translating Facebook web pages by using the data collected in purposive sampling. The researcher then classified the data based on the Facebook pages and made a table for the collected data. In the last step, the data were interpreted to draw conclusions.

1. 2 Research Questions

This study is carried out to analyze the following research questions:

1. Which translation methods are used in translating 20 selected pages in Facebook website?

2. Which translation procedures are used in translating phrases in 20 selected pages in Facebook website?

1. 3 Aims of Study

Principally, this study is conducted to investigate the translation methods used in translating sentences in Facebook website. Furthermore, it identifies the procedures used in translating phrases in Facebook website. Eventually, the analysis enables further researchers to have references on translating sentences and phrases in Facebook. The results of this research will be useful to improve the quality of English translators or students interested in translating on-line texts.

1. 4 Research Methodology

In this study, the researcher uses descriptive and qualitative methods. According to Achmadi and Narbuko (2002:44), descriptive research is a research to answer and resolve recent

phenomena by presenting, analyzing, and interpreting data. In addition, Fraenkel and Wallen (1993:380) states that qualitative research is understood as a research study that investigates the quality of relationships, activities, situations, or materials. Therefore, the researcher assumes that it is appropriate to apply the descriptive qualitative approach to disclose and to comprehend the methods and procedures in translating Facebook web pages.

1. 5 Significance of the Study

The analysis of translation methods and procedures in the Facebook website is expected to be a useful source and reference for the readers to identify problems in translation and its solution that can be a model in translation process. The researcher hopes that the result of the research can bring some benefits to English as second language learners who want to learn translation and use this paper as their source and reference.

1. 6 Clarification of the Key Terms

Facebook : a social networking website that is operated and privately owned by Facebook, Inc. Users can add friends, send them messages, and update their personal profiles to notify friends about themselves. Additionally, users can join networks organized by workplace, school, or college.

(http://wikipedia.org)

Internet : an international computer network connecting other networks and computers from companies, universities, etc.

(Oxford Dictionary, 2005)

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.

Website   : a place connected to the internet, where a company or an organization, or an individual person, puts information.

(Oxford Dictionary, 2005)

1. 7 Organization of the Paper

The chapter of this research is organized into five chapters as follows:

Chapter I

This chapter contains introduction, which discusses the background of the research, research questions, aims of study, research methodology, significance of the study, clarification of the key terms, and organization of the paper.

Chapter II

It contains literature review, which serves as a basis for investigating the research problem.

Chapter III

It contains the methodology of the study that discuss the steps and the procedures of the research, the analysis tools, and the reasons for choosing the procedures.

Chapter IV

This chapter reports the results of the study.

Chapter V

This chapter contains conclusions and suggestions of the study.