CHAPTER I

INTRODUCTION

1.1   Background of the Study

The digital era has affected every aspect in people's life. It affects the way people save their document in digital storage, access journals from the website, and communicate with each other. As a result, language has become the most important elements in communication. In order to communicate with other people around the world, for example, during online shopping, or long-ranged business, people must master particular language. This variation of languages creates language barriers among people around the world. Therefore, most people choose English as a tool to communicate with each other. Unfortunately, there are some countries which still cannot use and understand English well, for example in Indonesia, not all Indonesian people understand English. Thus, translation has become an important activity to overcome language barriers.

According to Newmark (1988, p. 5) Translations is rendering the meaning from source language into target language in the way that author intended the text. While Weber (1984, p. 3) states that translation is the transportation of a text written in source language into a target language. He also states that the translation must be having an accurate meaning, contain all nuances of the original, and must be written in clear and elegant language so the reader will understand the meaning. In addition, Bell (1991, p. 5) defines translations as the expression of another language (target language) of what has been expressed in source language, preserved semantic and stylistic equivalences. While Robinson (1971, p. 6) states that translation has two main perspectives, those are external knowledge and internal knowledge. External knowledge's perspective refers to a non-translator who thinks and talks about translation from outside the process, but an activity aims at the production of a text, while the perspective of internal knowledge, a translator thinks and talks about translation from inside the process.

Meanwhile, Colina (2003, p. 12) argues that a translated text belongs to two superimposed communicative context of the Target Text and the communicative context of the Source text. Furthermore, Translations is defined as a changing of one form into one's own (see Merrian Webster Dictionary, 1974, cited in Larson, 1984, p. 4). Therefore, the difference of language has become a challenge for translators to make a good and appropriate translation.

There are many English texts are translated into Indonesian in the form of books (*The Accidental Creative)*, novels (*The Twilight Saga, Sherlock Holmes,* etc.), magazines, news articles in the internet, and E-mail web pages. Because of that, the exact message and meaning of the text must be retained by translators. As a result, people will not confuse to get any information about the text, especially on the internet. A translator must use appropriate procedures in translating the source language to target language in order to create a suitable or exact message and meaning. Gibova (2012, p.27) states that there are certain categories that allow us to examine whether the function of the source language has a relation to the function of target language or not when we are analyzing translation either literary or non-literary texts. Thus, before translating a particular text, translators have to find out what kind of text that is going to be translated.

The study about translation procedure in social media has been conducted by some researchers in Indonesia, Allatief (2012) who analyzed *The Analysis Methods and Procedures in Facebook* and Kamil (2014) who analyzed *An Analysis of English-Indonesian Translation Proedures on Twitter Web Pages*. The result of those studies show that the translation procedure used can be accepted. However, the study about translation procedure in email provider seems rare. Thus, the researcher is interested to the result of product of translation– English to Indonesia— in Google Mail Web Pages. The researcher quite often reads command languages of Google Mail in English and Indonesian. Besides, the researcher is interested in the style of Google Mail's translation and wants to know the quality of the translation

result in Target language (TL),in this case Indonesian, whether the result of the translation is suitable for several Indonesian people or not.

1.2 Research Questions

Based on background of the study stated, there are some research questions which are mentioned as follow.

1. What are translations procedures used in Indonesian version of Google Mail Web Pages?
2. How is the quality of translations in Indonesian version of Google Mail Web Pages?

1.3 Aims of this study

In accordance with research questions, the aims of the study are:

1. To investigate the translation procedures used in Indonesian translated version of Google Mail Web Pages

2. To investigate the translation's quality of the Indonesian translated version of Google Mail Web Pages.

1.4   Scope of the Study

The study focuses only on the types of translation procedures used in Indonesia translated version of Google Mail Web Pages based on the theories from Newmark (1988 p. 81-93), Larson (1984), Vinay and Dabelnet (1973), Catford (1965) and the translation quality and users' response towards the Indonesian translated version of Google Mail Web Pages.

1.5   Significance of the Study

The study gives theoritical and practical significances. Theoretically, the findings of the study can enrich and provide reference in analyzing translation

procedures, especially Web pages, in this case is the Google Mail Web Pages. Furthermore, this study is expected to give additional information to the readers about translation procedures used in Indonesia translated version of the Google Mail Web pages. In addition, it is expected to be a guidance for other translators or students to use appropriate and suitable translation procedures in translating non-literary text.

Practically, the finding of the study will provide reference to the professional translators or students in choosing the appropriate translation procedures in translating Web pages and certain genre of the text. Therefore, they can transfer the message from source language to the target language clearly, accurately, and naturally

1.6 Clarification of Related Terms

to avoid misunderstanding of the study, some terms are explained in some detail as a follow.

- Internet – International computer network connecting other networks and computer from companies, universities, etc. (Oxford Dictionary). While in Cambridge dictionary internet is the large system of connected computers around the world that allows people communicatively connected each other.
- Website – Place connected to the internet, where a company, organization, etc. puts information that can be found on the World Wide Web, (Oxford Dictionary) while Crystal (2004) defined that the World Wide Web is the connection from many computers that linked to the internet and holding the document that are mutually accessible through the use of a standard protocol (the Hyper Text Transfer Protocol, or HTTP)
- User – Person of thing that uses something. (Oxford Dictionary)
- Google Mail - Another name for Google's email tool. Gmail is a free, full-featured email service. Anyone can register for an account. Gmail is also available as part of Google Apps. (Karch, 2014)

1.7   Organization of the Paper

The paper will be organized into five chapters; chapter I to chapter V. Chapter I, Introduction, contains the background of the study, the reason of choosing the topic, research questions, aims of the study, scope of the study, significance of the study, clarification of the key term, and organization of the paper.

Chapter II, Literary Review, will describe the theories related to the study. It explains the definition of translation, translation theories, and Google Mail as the object of the study.

Chapter III, This chapter will cover the research methodology of the study and description of research procedure in order to answer the research question stated in Chapter I. It consists of research questions, aims of the study, research design, the data collection, and data analysis.

Chapter IV, This chapter will consist of the result of the study including analysis of the data based on the data collection and the theoretical frameworks.

Chapter V, This chapter is the last chapter from this research, it will consist the conclusion of the research resulted in further suggestions for further research related to the focus of the study as well as other fields.