

CHAPTER I

INTRODUCTION

This chapter presents the introduction of the research. It provides the background of the research, research questions, aims of the research, significance of the research, scope of the research, clarification of key terms, and organization of the paper.

1.1 Background

In the field of journalistic translation or news translation research, translation is not only about interlingual transfer between a source text and a target text, but also compels the radical rewriting to adapt for a set of readers' expectations, and adjusts criteria which are suitable to a specific purpose of translation, whether the translation is printed or published in online articles (Bassnett, 2006b). Additionally, it is not only the form but also intended characteristics or functions of the target text from a media institution or a media broadcasting corporation which can determine how the translation process should be conducted. Adaptation or adjustment in translation process becomes a part of translation issues. In this case, translators should consider situations when the translation takes place to set what translation method and translation strategies for the radical rewriting.

The given situations which are the intended characteristics or functions from a media corporation become a problem for translators to decide what translation method and strategies to be involved in the translation process. These situations provide features which determine the criteria for the translated news to fulfill the target readers' expectations. Consequently, the translators are required to establish the features from the given situations to generate the appropriate translation method and strategies to be involved in the translation process.

Therefore, research about journalistic translation is necessary as the translators need to get provisions about how to reproduce news from a source language into a target language appropriately when they need to consider the given situations. To get

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the provisions about journalistic translation, an analysis to be conducted is to uncover what translation method or strategies used when packaging news with the given situations in another language/culture. In addition, to generate the features, functional translation approach with skopos theory can be useful to be accompaniment when investigating the translation methods and strategies in journalistic translation.

There are some scholars who have conducted research related to journalistic translation, for instances: analysis of multimodal aspects in journalistic translation (Bani, 2006), translation analysis of cultural words in a Tempo English magazine (Annisa, 2010), and translation strategies used for translating English to Czech news (Vybíralová, 2012). Meanwhile, different language has different culture so that translation method and strategies used can be different as translating English to Indonesian news and English to other languages, e.g. Czech news. However, there are only little research in English – Indonesian language pair, for instance, analysis of translation methods and strategies in Facebook website translation (Allatief, 2012), analysis of translation strategies in Sony guidebook translation (Satriadi, 2014), and analysis of translation quality and strategies in Google mail web pages translation (Nugraha, 2015). Research in journalistic translation, especially in online news articles translation is still rare. The previous research is only focused on translation methods and strategies. Therefore, an analysis of translation methods and strategies along with functional translation (skopos) is necessary. The analysis is not only to see the method and strategies used but also to investigate why a method and strategies are chosen by translators for a translation process.

The present research is focused on investigating translation methods and strategies used in translating news online articles related to Middle East in a media corporation, BBC news website. This research also connects what the skopos of online world news articles with the dominant translation method and strategies used in order to see how they achieve the intended characteristics or fulfill the given situations. Functional approach to translation by Reiss, Vermeer, and Nord are used along with translation methods and strategies analysis to see how each translation

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process function to the target text. BBC world news articles related to Middle East are the data which are gathered from BBC official website and BBC Indonesia website. BBC is chosen as it is a famous media corporation which creates local version news websites. News articles related to Middle East are selected as the articles are the most published world news articles in BBC Indonesia website.

1.2 Research Questions

This research is aimed at analyzing the following research questions:

1. What is the skopos of the target texts as opposed to the source texts?
2. What are the most frequent translation method used in translating 20 selected Middle East articles in BBC world news articles?
3. What are the translation strategies used in translating 20 selected Middle East articles in BBC world news articles?

1.3 Aims of the Research

Based on the questions above, this research is conducted to:

1. Investigate the skopos of the target texts.
2. Investigate the dominant translation method used in translating selected Middle East articles in BBC world news articles (macro level analysis), and
3. Observe what translation strategies used in translating selected Middle East articles in BBC world news articles (micro level analysis).

1.4 Research Methods

In investigating translation methods and strategies at the news articles, this research used descriptive qualitative methodology in descriptive statistics method. Descriptive statistics is used in order to analyze the data through percentages (Frankael and Wallen, 2009; Weiss, 2013). The percentages are based on the classifications of each translation methods and strategies found.

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The data were gathered from BBC main website (Source Texts) and BBC Indonesia (Target Texts) in Middle East news column for the source texts and *Dunia* news column for the target texts. In analyzing the data, the skopos of the source texts and the target texts were established and analyzed. After that, translation methods and strategies used in translating selected Middle East articles in BBC world news articles were investigated through percentages of each classification. Each translation process found was observed to see its function to the target texts. Finally, conclusions and suggestions were made based on the research findings.

1.5 Significance of the Research

The analysis of translation methods in BBC world news articles is expected to contribute being a reference in the use of translation methods and strategies for journalistic translation, especially in translating world news articles, and to be a source for students who take internship program as translators for foreign desk at mass media institutions. This research also can enrich references for translators and students to decide what method and strategies which are appropriate to translate online foreign news articles, especially in translating world news.

1.6 Scope of the Research

This research focuses on finding the skopos, the types of translation methods and strategies used in translating 20 selected Middle East articles in BBC world news articles and how they function and shape the translations. The articles gathered are only those which are displayed on BBC Indonesia world news and Middle East news column of BBC main website. The articles are 20 selected articles from BBC Indonesia and 20 original articles of the Indonesian version articles from BBC main website.

1.7 Clarification of Related Terms

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- **Source Text** – The original text which is to be translated into another language. ST is the acronym.
- **Source Language** – The language which is being translated from, called SL.
- **Target Text** – The translation of the source text. TT is the acronym.
- **Target Language** - The language which is being translated to, also TL.
- **Skopos** – The function of a text or a translated text which gives the translators or initiators prediction of what translation methods and/or strategies must be involved in the translation process (Munday, 2001).
- **Translation methods** – Translation method refers to “the way a particular translation process is carried out in terms of the translator’s objective, i.e., a global option that affects the whole text” (Molina & Albair, 2002, p. 489).
- **Translation strategies** – Strategies are “the procedures (conscious or unconscious, verbal or nonverbal) used by the translator to solve problems that emerge when carrying out the translation process with a particular objective in mind” (Molina & Albair, 2002, p. 489).
- **BBC** – BBC is the world's leading public service broadcaster. Its mission is to enrich people's lives with programs that inform, educate and entertain. BBC World Service broadcasts to the world on radio, on TV and online, providing news and information in 27 languages and world service English language. (<http://www.bbc.co.uk/aboutthebbc/insidethebbc/whoweare/atglance>)
- **News** – reports on the events, ideas, facts which are interesting and important to be published in the mass media to be known by public (Barus, 2010).

1.8 Organization of the Paper

This paper is organized into five chapters with specific function and organization elaborated as follows:

CHAPTER I: INTRODUCTION: This chapter covers the general description, including the background of the research, research questions, aims of the research,

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significance of the research, scope of the research, clarification of key terms, and organization of the paper.

CHAPTER II: LITERATURE REVIEW: This chapter provides the theories of translation and previous related researches for conducting the research.

CHAPTER III: RESEARCH METHODOLOGY: This chapter discusses the methodology used for the research, steps and procedures of the research, the instrument of the research, and the reason for choosing the procedures.

CHAPTER IV: DATA PRESENTATION AND DISCUSSIONS: This chapter provides the findings after conducting research and obtaining data. This section will be included data presentation, analysis, and discussion.

CHAPTER V: CONCLUSIONS AND SUGGESTIONS: This chapter includes the conclusion of the research and the suggestion to other researchers who will conduct researches in similar topics.