

CHAPTER 1

INTRODUCTION

This chapter provides the introduction of the research. This chapter covers 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

Translating a news article is not an easy work because it deals with specific terms and some journalism rules that must be obeyed by the translators. Moreover, the translators must be aware of the context of the news. Thus, skillful translators are needed to translate news articles. However, not all news translation products are accurate. Research done by Akhiroh (2010) showed that some Indonesian translations in news are not good. The research shows that 27.5% of translations in *Seputar Indonesia* newspaper are less accurate and 10% of the translations are not accurate.

English students who have a chance to be translators seem to have weaknesses in translating news articles. Therefore, it is necessary to disseminate the knowledge of translating strategies to translators so that they will be more aware of the strategy that they choose. One of the factors that can help to improve the translators' skill is by knowing the fundamental translating strategies, such as the translating strategies proposed by Vinay and Darbelnet (2000) and Bani (2006). Moreover, preliminary observation shows that the apprenticeship students do not really know the procedures that they use in translating the articles. By knowing these strategies, the translators can be more responsible in deciding the right term and perform better translation.

There are many studies which analyze the types of translating strategies in web pages, manual books, and novels. For examples, the analysis in Compaq Notebook manual by Yulistina (2009) shows that 'transference' is the most frequent procedure applied because there are many terms and words which are the names of invention, brands, devices and acronyms; translation analysis in Twitter web pages by Kamil (2014) shows that 'literal translation' is the most frequent

procedure applied in Twitter web pages, followed by Couplets and Triplets, and Naturalization; translation methods and procedures analysis in Friendster web pages by Herdianti (2009) shows that the most frequent strategy which is used is couplets. The finding shows that the words were difficult to translate only with single procedure.

Unfortunately, it is difficult to find the accessible research which analyzes the apprenticeship students' translation products. Meanwhile, the research is very important to enlighten the students about the kind of translating strategies that is appropriate to translate the news articles. The research aims to find the types of translation strategies which were found in apprenticeship students' translation products and to assess the students' English-Indonesian translation quality by asking five selected participants to rank the students' translation products.

This research analyzes the translating strategies used by English Language and Literature students who were in apprenticeship program in one of newspaper companies in Bandung, Pikiran Rakyat. It focuses on the translation strategies found in selected noun phrases. It is important to delimit the analysis in noun phrases level because the field of the procedure analysis is in phrase unit (Newmark, 1988). Moreover, noun phrases analysis can represent the meaning of sentence and can simplify the analysis. Vinay and Darbelnet (2000) and Bani (2006) translation theories are used in the research.

1.2 Research Questions

The research aims to answer the following questions:

1. What kinds of translation strategies are found in apprenticeship students' translation products?
2. What is the quality of students' English-Bahasa Indonesia translation?

1.3 Aims of the Research

The aims of the research are:

1. To find the types of translation strategies which were found in apprenticeship students' translation products.
2. To assess the students' English-Indonesian translation quality.

1.4 The Scope of the Research

This research focuses on examining the types of translation strategies which were used by English Language and Literature students of UPI based on the theories proposed by Vinay and Darbelnet (2000) and Bani (2006) and the quality of the translation. The research focuses on analyzing the noun phrase translation strategies. The news articles come from international news which uses English. In other words, the source language is English and the target language is *Bahasa Indonesia*. There is no limitation in the topic, which means that the topics of the news to be analyzed were chosen randomly.

1.5 Research Method

This research employs qualitative method in analyzing the data. According to Creswell (2002, p.20), qualitative research “is a set of procedures that rely on text and image data”. Moreover, he added that the perspective of the research moves from postmodern thinking (Denzin & Lincoln, 2000), to ideological perspectives (Lather, 1991), to philosophical stances (Schwandt, 2000), to systematic procedural guidelines (Creswell, 1993; Strauss & Corbin, 1998). Therefore, this method is appropriate to be used in this research because this research describes the translation strategy of apprenticeship students’ translation products and assesses their translation quality.

This research also uses quantitative statistical analysis to analyze the data. Quantitative statistical analysis is important for this research to find the pattern of the data frequency. This method is appropriate for this research since this research calculates the most frequent translation strategies used by the apprenticeship students. After finding the most frequent translation strategy, this research also finds the translation quality by using readers’ assessment.

1.5.1 Data Collection

There are two types of data that were collected in this research. First are the internship students’ translation products. There are 18 translation products which were analyzed in this research. The translations were taken from six students, so there are three translation products from a student. Second, after finding the most

frequent strategy used by the students, the researcher held interviews with five selected participants who were English students of UPI whose PTESOL score is above 500 to assess the apprenticeship students' translation quality.

1.5.2 Techniques of the Research

The steps in collecting and analyzing the data are as follows:

- a. Collecting the students' translation products from six students and selecting 18 translation products randomly.
- b. Classifying and analyzing the translation strategies of each translation products by using Vinay and Darbelnet's (2000) theory and Bani's (2006) theory.
- c. Finding the strategy that is frequently used by the apprenticeship students in the selected translation products.
- d. Holding the interview to the assessors about the quality of the translation products by giving them a rubric to assess the translation products.
- e. Assessing the quality of students' translation by using theory proposed by Larson (1984), and Barnwell (1980 in Larson 1984).

1.6 Significance of the Research

This research is expected to contribute theoretically and practically. Theoretically, this research is expected to be a guideline for the students who will take their apprenticeship program whose job description is to translate online news articles. It may enlighten the students about what kind of strategy that is often used by the students and their translation quality.

Practically, the research is expected to improve student's translating skill. Thus, the findings are significant to enlighten the students about how to translate the text.

1.7 Clarification of Terms

- a. **Translation** – “Translating is a process of converting the meaning from the source language to the target language” (Newmark, 1988, p. 32)

- b. **Translation strategies** – is “translator’s potentially conscious plans for solving concrete translation problems in the framework of a concrete translation task” (Kring, 1986, p. 18)
- c. **Noun phrase** – a group of noun which includes person, place, or thing – and the modifier which distinguish it (Simmons, 2015)
- d. **Apprenticeship program** - the program held by English Language and Literature Department, Indonesia University of Education for last semester students. This program is held as the occasion for students to practice in professional field.
- e. **Pikiran Rakyat** – a newspaper company which is located in Bandung, West Java. The newspaper company was built on 24th of March 1966. (www.pikiran-rakyat.com)
- f. **Translation product** - the news texts which were translated into *Bahasa Indonesia*.

1.8 Organization of the Paper

The research contains five chapters which have their own main topics. They are Introduction, Theoretical Background, Methodology, Findings and Discussions, and Conclusion.

Chapter I: INTRODUCTION

This chapter contains seven main points, which are Background, Research Questions, Aims of the Research, Scope of the Research, Significance of the Research, Clarification of the Key Terms, and Organization of the Paper.

Chapter II: LITERATURE REVIEW

This chapter describes about the theories which are used as a framework for the research.

Chapter III: RESEARCH METHODOLOGY

The third chapter contains research methodology. This chapter covers the method, the tool of analysis, the analysis steps, and the analysis examples.

Chapter IV: FINDINGS AND DISCUSSIONS

The fourth chapter is Findings and Discussion chapter. It contains the analysis of the data and the answer from the research questions.

Chapter V: CONCLUSION

This chapter covers the conclusion from the research and the suggestions for the next research.