

CHAPTER I

INTRODUCTION

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

1.1 Background of The Study

The globalization era affects every aspect in people's life. It affects not only in economic aspect, but also in communication aspect. As a result, communication has become one of the essential elements in globalization and language plays a vital role in communication. In order to communicate with others effectively, people nowadays have to master particular languages. Different country has different languages. However, this rich variation of language creates language barriers among countries which do not speak the same languages. Therefore, most countries take English as a global language to bridge people to communicate with others. Unfortunately, there are still countries or communities which cannot use and understand English well, thus, to overcome the language and cultural barriers, translation has become an important activity to fill the barriers towards language differences.

According to Colina (2003, p. 12), a translated text belongs to two superimposed communicative contexts; the communicative context of the TT and the communicative context of the ST and culture. Furthermore, the aim of translation process is to transfer messages from source language to target language clearly, accurately, and naturally (Allatief, 2012, p. 2). Larson (1984, p. 3) states that translation consists of transferring the meaning of the source language into the receptor language. In a similar perspective, Catford (1965, cited in Gibova, 2012) argues that translation lies in "the replacement of textual material in one

language (SL) by equivalent textual material in another language (TL).” In addition, Nida (qtd. in Zakhir, 2008, p. 3, cited in Gibova, 2012) pointed out that translation consists of “reproducing in the receptor language the natural equivalent of the source language message, first in terms of meaning and second in terms of style.” Consequently, the language difference issue becomes one of the challenges for translators to make a good translation in order to achieve the intended meaning.

Many English texts are translated into Bahasa Indonesia in the form of novels (*Harry Potter*, *The Alchemist*, etc), books (*Course book*, *Recipe book*, etc), magazines (*Rolling Stones*, *Harpers Bazaar*, etc), and even news articles on the internet so that the translators need to retain the exact message. As a result, translation makes people easily get any information without confusion. To create a good translation, translators have to use appropriate procedures in translating the source texts to target texts to create suitable and meaningful messages. It is also supported by the study conducted by Gibova (2012, p. 27) who states that “when analyzing translations of any sort, be it literary or non-literary texts, there are certain categories that allow us to examine how the target text (TT) functions in relation to the source text (ST).” In addition, different genre of text has different treatment or procedures depending on the functions such as referential or informative, expressive, and operative (Reiss, 1976; Nord, 1977, cited in Colina, 2003, p. 14).

Language can be used to perform several functions, for example, to inform, to teach, to sympathize, and so on. Various typologies are available in the linguistics and translation studies literature (Bühler, 1934; Jakobson, 1960; Reiss, 1976; Nord, 1977 as cited in Colina, 2003, p. 13). Thus, before translating a particular text, translators should find out what kind of text that is going to be translated. In accordance with the present study, it draws an interest in conducting research dealing with the analysis of English-Indonesian translation procedures on Twitter Web pages. The reason of choosing Twitter Web pages as the subject of the study was that Twitter has become a popular social networking nowadays, and

it has been translated into several languages, including *Bahasa Indonesia*. Furthermore, Twitter has become an indispensable communication tool for business, non-profits, celebrities, and people all around the world and it serves billions of messages a week around the globe and the site is now available for 17 languages (and people tweet in more language than that) (O'Reilly and Milstein, 2012).

As mentioned earlier, this translated Web page is helpful for those who cannot use English well. However, a good translation must be conducted to guide people to use it appropriately. Since Twitter has various pages, the research will be limited only in translated sentences and phrases on the Web pages. Therefore, this research will analyze the translation procedures and quality of sentences and phrases in the Twitter Web pages.

1.2 Research Questions

From the background of the study, the research is aimed at answering the following questions:

1. What are translation procedures used in Indonesian version of Twitter Web pages?
2. How is the quality of Indonesian version of Twitter Web pages?

1.3 Aims of the Study

Based on the problems stated above, this study is conducted to:

1. Investigate the translation procedures used in Indonesian translated version of Twitter Web pages, and
2. Investigate the translation quality of the Indonesian translated version of Twitter Web pages.

1.4 Scope of the Study

This research focuses only on finding out the types of translation procedures used in Indonesian translated version of Twitter Web pages based on the theories from Newmark (1988, p. 81-93), Larson (1984), Vinay and Darbelnet (1973), Catford (1965) and the translation quality and users' response towards the Indonesian translated version of Twitter.

1.5 Significance of the Study

The findings of the study are expected to contribute to two perspectives: theoretically and practically.

Theoretically, the findings of the study can enrich and provide reference in analyzing translation procedures, especially Web pages, in this case is the Twitter Web pages. Furthermore, this study is expected to give additional information to the readers about translation procedures used in Indonesian translated version of the Twitter Web pages. Also, it is expected to be the 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

- *Twitter* - A real-time information network that connects people to the latest stories, ideas, opinions and news about what they find **interesting**. Simply find the accounts people find most compelling and follow the conversations. (<https://Twitter.com/about>)

- Internet - International computer network connecting other networks and computers from companies, universities, etc.(Oxford Dictionary, 2008)
- Website – Place connected to the internet, where a company, organization, etc puts information that can be found on the World Wide Web. (Oxford Dictionary, 2008)
- User – Person or thing that uses something. (Oxford Dictionary, 2008)

1.7 Organization of the Paper

This paper of study is organized into five chapters as follows:

Chapter I: INTRODUCTION

This chapter provides background, statements of the problems, aims of the study, scope of the study, research method, significance of the study, and organization of the paper.

Chapter II: LITERATURE RIVIEW

This chapter discusses the theoretical foundation related to the basic framework of the study. This chapter discusses the definition of translation, translation theories and Twitter as the object of the study.

Chapter III: RESEARCH METHODOLOGY

This chapter provides the methodology of study and description of research procedures used in order to answer the research questions stated in Chapter I. This chapter consists of research questions, aims of the study, research design, the data collection, and finally the data analysis.

Chapter IV: FINDINGS AND DISCUSSIONS

This chapter presents the result of the study including the analysis of the data based on the data collection and the theoretical frameworks.

Chapter V: CONCLUSIONS AND SUGGESTIONS

This chapter contains the conclusion of the research resulted in further suggestions for future research related to the focus of the study as well as other fields.

