

CHAPTER I

INTRODUCTION

This chapter describes the background, research questions, research purposes, research significances, rationale, and previous researches. It is discussed to introduce this research clearly. The clear explanation is discussed in the next paragraph.

A. Background

Translation is a process of transferring messages from one language to another through the writing or the text. However, if people need to get new knowledge from another which is different from their mother language, it should be learned. There are some definitions, according to some experts in this field. Nida and Taber (1974) quoted in Allan (2015) stated that translating consists of copying in the receptor language (RL) the closest natural equivalent of the source language (SL) message, the first is seen in terms of meaning and the second is seen in terms of language style. According to Newmark (1988), translation is the interpretation of the meaning of a text to another language in the way that the writer intended the text. All definitions describe how important translation is. The translation should be learned by modern people, because people who live in this modern era may need it to get new knowledge from a book which is written using a foreign language and may be used to communicate with others who have languages.

This research aims to find the students' translation methods using social media. It focused on the effect of students' translation work using social media. After understanding the definition of translation, the next point is about social media, because social media used in this research. Those are the definitions according to some experts. Although this article is an attempt to present a more comprehensive understanding and definition of social media, there are other efforts to define social media.

Social media is an instrument used for communication. Social media refer to Internet services, where the online content is generated by the users of the service (Christina Mendes-Da-Costa, 2011). According to Chiou (2019), Social media has reshaped business models, economics, politics, and culture around the world. However, Social media are qualitatively different from traditional media and online communication systems.

Nowadays, many people interact or communicate using social media. In general, social media provide entertainment, educational, and informative functions. The use of social networking for the benefit of teaching and learning is indeed not many people who practice it. This research is inspired by the participants carried by a lecturer of translation subject who used social media. the research want to reveal the practice in order to know the impact to the students' translation works. Moreover, this research shows that students can translate the text while they use social media. Therefore, social media is so meaningful and useful to be used in this research. It is not only about getting benefits of this research, but also getting the benefit for the future. Then, students can begin to make a good habit for their daily activity.

B. Research Questions

1. What are the students' translation methods by using social media in students' translation work?
2. What are the effects of using social media to students' translation work?

C. Research Objectives

1. To find out the students' translation methods of using social media in students' translation work
2. To find out the effects of using social media to students' translation work

D. Research Significances

1. Theoretical Significances

Theoretically, the study provides an alternative concept about how to analyze students' translation work using social media. In the process of learning, translation is very important, especially in learning English. Because by translating, the students should find out the content of the English text and they can get much knowledge from it.

2. Practical Significances

a. For Students

This research might give a positive impact on students. The students may be able to translate a text not only on the campus, but they can translate the text in their homes, and send the product of its translation through social media.

b. For Lecturers

Practically, this research is estimated to be able to provide lecturers with the method of teaching translation using social media and to find out the effect of social media on translation students in the process of learning translations in the context of theoretical approaches and real-life situations.

c. For Institution

The significances of this research for the institutions may be to introduce the institution on an international level, because of the quality of an institution can be sawed on the quality of alumnus of its institution. The researcher knows that English students will not only become English teachers, but some of them may be translators. It should give more significance to the institution.

E. Rationale

According to Shuttleworth and Cowie (1997, quoted in Munday 2013) translation is an incredibly broad notion which can be understood in different ways. Besides, while more specifically, it only refers to the transfer of written text, this term sometimes also includes interpreting.

According to Munday (2010) translation is a phenomenon that has a significant effect on everyday life. Walter quoted in Munday (2013) that translation generally refers to all the processes and methods used to render and transfer the meaning of the source language into the target language as closely as possible, and as accurately as possible.

The role of translation is essential in our lives as the translation has always enriched human being as a tool for communication and sharing information across the world. However, it is observed that in the teaching of translation, the literature is missing teaching materials for different genres (Kuşçu & Ünlü, 2015). Then, according to Hartono (2015), translating is a complex and complicated process because it is not only rendering forms of language but also transferring meanings and styles of culture. Basic knowledge of English and mastery of content are needed to produce good translation products.

Hence, students of English Education Department should have the skill of translation because translation is one of the major subjects. This research uses social media to find the quality of students' translation work at the English Education Department of the Faculty of Tarbiyah and Teaching Training State Islamic University of Sunan Gunung Djati Bandung. As cited in Naz (2010) definition of social media focus on the use of technologies plus concepts and contexts (Dewdney & Ride, 2006, Flew, 2004, Heinich, 1996).

Furthermore, Social media is a concept that is universally understood but not easily defined. According to Roland (2017), Social media are the various platforms, generally Internet-based, that enable communication among social media.

As cited in Alsaad (2018) the widespread use of the Internet and social media has led to some positive developmental outcomes in societies around the world (Doong & Ho, 2012). However, this technology also has negative social and cultural impacts (Al-Saad & Saleh, 2011; Fox & Moreland, 2015; Garcia & Sikström, 2014; Kaplan & Haenlein, 2010). Both practitioners and academics have raised concerns about the rise of hate crimes and racist behavior because of the diffusion of these technologies (Chan, Ghose, & Seamans, 2016; Del Vicario et al., 2016; Tynes, Rose, & Markoe, 2013). It is well documented that several racially motivated crimes around the world have been associated with the use of the Internet and social media (Freedom on The Net, 2016). So, social media are works of user-created video, audio, multimedia or text that are published and shared in a social media, such as a blog, wiki, or video hosting site.

A large number of machine translation approaches have recently been developed to facilitate the fluid migration of content across languages (Moussallem, Wauer, & Ngomo, 2018). The integration of the technology into translation teaching has changed the way as a result influenced the skills expected of them the translator follows during the translation process (Odacioglu & Kokturk, 2015). Moussallem (2018), argued that a large number of machine translation approaches have recently been developed to facilitate the fluid migration of content across languages. Odacioglu & Kokturk (2015) said in their journal that the translations of software were hence started to be done in a way corresponding to the local standards and languages of a target audience. Due to these changes, software and hardware developers started taking initiatives on an international level, which contributed to the popularization of a new term localization instead of translation (Pym, Perekrestenko, Starink, & Group, 2006).

Translating the content of social media texts is a very challenging task for many reasons (Mallek, Belainine, & Sadat, 2017). Besides, the internet is the main factor that enables software, user guides, games, educational materials, and others in their language has triggered a request for translation.

Al-Hadithy (2015) argued that the world had witnessed the boom of revolutions in information and communication technology or social media during the last two decades. In many ways, social media has a significant influence on many professions, including translation and learning process.

F. Previous Researches

Three previous studies focus on a similar area with this research. The first previous study is about the effects of technology on translation students in academic translation teaching, which is written by Odacioglu and Kokturk from the University of Sakarya, Department of Translation Studies, Sakarya, Turkey. While the purpose of this research touching upon the effects of technological developments on the translation teaching in the 21st century (Odacioglu & Kokturk, 2015). Therefore, the objective of the study is to focus on the process of learning translation now accompanied by the translation technology and in parallel the teaching of the related tools for productive and fast created texts targeting the localization market (Odacioglu & Kokturk, 2015).

The second previous study is about Arabic Social Media Analysis and Translation, which is written by Mallek et al. from University du Québec À Montréal, Dubai. This study proposed MT methodology focuses on the adaptation of a state of the art SMT system to be able to translate tweets. In this study focused on the task of preprocessing translation from Arabic to English and post it on Twitter, which can be regarded as the first step for any NLP application. Researcher follows up with a statistical machine translation for Arabic tweets into English, where the researcher explains the normalization process for both Arabic and English tweets (Mallek et al., 2017).

The third previous study is about teaching translation through the interactive web, which is written by Rudi Hartono from Semarang State University, Indonesia. Hartono (2015) said that teaching translation through the interactive network helped the students easier, faster, and better translate texts to translate from one language to another one.

This research is different from previous research. While the previous research discussed the analysis of student translation work from Arabic to English using twitter, but in this research, the researcher discussed the analysis of students' translation work from Indonesia to English using Instagram and the effect of it. However, the previous research discussed the effect of technology on translation students, but this study focuses more on the effect of the kind of technology itself. The technology intended in this research is social media. The study used the thirty-one of students who become participants. It is too many students, while the participants in this research are only six students, who are in fourth semesters of English education department, and the participants have taken translation one in the previous semester, and they have qualified to be participant or sample in this research. Every two students of six students are representative of three classes of fourth semesters of English education department of State Islamic University Sunan Gunung Djati Bandung.

