CHAPTER I

INTRODUCTION

This chapter presents the introduction of the research. It contains of background of problem, statement of the problem, purpose and significance, conceptual framework, method of research and organizational of paper.

A. Background of Problem

Nowadays, globalization influences many countries including Indonesia. To get involved in this era, people have to communicate well. The most important means in communication is language, in order to communicate with others in a global way, people have to develop English language which is commonly used by global world. However, not everybody can speak and comprehend English well. Therefore, people need solution to solve the problem of inability in speaking and understanding and the answer is translation.

Translation plays an important role for the people who do not understand a foreign language, in this case English. For example, there are many English texts translated into Indonesian language such as science book, newspaper, many literary sources such as novel, article, short story, and web pages which are originally written in English need to be translated into Bahasa Indonesia in order to be understood by the Indonesian people who do not understand English but eager to read and understand them. Translated version of the texts will make people understand what the texts are about. By translating the text from source language to target language, people now can get information easier. They

understand what the content of the text just by reading the translation.

In the internet, people from all around the world can easily find out the latest information and news. Moreover, people are able to socialize and make new friends. By connecting to the internet, space and time are not limited anymore, since the internet is global, the language used is usually written in English, Thus, some texts in the internet are written in translated version to make them comprehensible for those who do not master English.

Social Networking Website Facebook has been popular in the world especially for almost of Indonesian people nowadays. Facebook as a media for communication in Internet can also be used by Indonesian people and owned by almost of them because of it is easy-to-use function and free of charge. In regards to the phenomena, translation from English into Indonesian language is desperately required, especially for the people who cannot understand English.

However, there are some problems often faced by the translator in translating sort of the text whether in print media or in internet. Since a translated text must convey a constant massage from the source language, people have to figure out the ways to make the translation natural. It was also the problem that often be found in translating some texts. The translator have to be understand the good process in translating the source language. In his book, Meaning Based Translation, Larson (l998: 3) states that:

> "Translation is a process based on the theory that it is possible to abstract the meaning of a text from its forms and reproduce that meaning with the very different forms of a second language. Translation, then, consists of studying the lexicon, grammatical structure, communication situation, and cultural context of the source language text, analyzing it in order to determine its meaning, and then reconstructing this same meaning using the lexicon and grammatical structure which are appropriate in the receptor language and its cultural context"

Besides, the translation method is also important translating. According to Larson (1984: 23), there are seven kinds of translation. They are: Very literal, Literal translation, Modified literal, Inconsistent mixture, Near idiomatic, Idiomatic translation, Unduly free translation. In other resource, Newmark (1988: 45-47) uses eight terms in his classification of translation method. They are word-for-word, literal, faithful, semantic, communicative, idiomatic, free, and adaptation that divided into two scopes –the methods closest to the source and target language.

To know the translation quality, Larson stated that the ideal translation should be accurate, natural and communicative. Accurate is in terms of reproducing as exactly as possible the meaning of the source text, natural is in terms of using natural forms of the receptor language in a way that is appropriate to the kind of text being translated and communicative is in terms of expressing all aspects of the meaning in a way that is readily understandable to the intended audience.

Many criteria mentioned by experts about how a good translation is. Every experts and scholar has their own criteria, but the most comprehensive criteria of a good translation are mentioned by Newmark (1982: 38). It is mentioned that a translation must give the word and idea of original, should read like an original work and translation, should reflect and possess the style of original, should read as a contemporary of the original and translation, may add and never add to or omit from the original, translation of prose should be in prose and verse should be in verse. Therefore, it is conducted a research about translation methods and

qualities that were used in a text written in the internet. In this case, the researcher has chosen Facebook Social Networking Website as an object of the research.

The researcher has chosen the topic; "The Translation Method used in Social Networking Website Facebook" because many users are complained about the Facebook translation into Indonesia for it is translation that could not be understood well. Another reason because Facebook is very popular that reader will familiar and interested. So researcher has tried to investigate the translation method and the translation quality in Facebook.

B. The Statement of Problem

This research focuses on the translation in Social Networking Service Facebook. There is available the Indonesian language to facilitate Facebook usage for Indonesian people in Facebook, but the Indonesian version is unique and there are many complaints from users. So researcher was interest in analyzing the translation method used on Facebook. These research discuses with statement of problems are:

1. What translation method is used in translating English to Indonesian language in Social Networking Website Facebook?

2. How is the quality of English to Indonesian language translation in Social Networking Website Facebook?

C. Purpose and Significance

1. Purpose of Research

a. To find out the translation method used in translating English to Indonesian language in Social Networking Website Facebook.

b. To find out the English-Indonesian translation quality of translating English to Indonesian language in Social Networking Website Facebook.

2. Significance of Research

The significance of this research is expected:

a. To give academy input to which translation method and translation quality that might work well in order to make a good translation vocative for Practice of Translating subject.

b. To provide an alternative English material for Practice Translating subject.

c. And for personally, this research is provided to the researcher to be a good translator.

D. Conceptual Framework

Aziz (2007: 23) states that:

"Kerangka konsep merupakan justifikasi ilmiah terhadap penelitian yang dilakukan dan memberi landasan kuat terhadap topik yang dipilih sesuai dengan identifikasi masalah. Kerangka konsep harus didukung landasan teori yang kuat serta ditunjang oleh informasi yang bersumber pada berbagai laporan ilmiah, hasil penelitian, jurnal penelitian, dan lain-lain"

From the statement above, we may conclude that the conceptual framework have to be supported by the good theory and information from relevant sources.

This research will focus on Larson's theory as the based theory in analyzing translation method and also its quality. The translation method is important in translating some texts because the method used in translating the poetry must be different from the method used in translating an advertisement and also must be different from other subjects. Therefore, it is very useful to find out about the methods in translation and identify what appropriate methods is used to translate a text and has a good quality in translation.

Facebook is the first rank in the top 20 Most Popular Social Networking Websites on August 2010, with 250.000.000 - Estimated Unique Monthly Visitors (www.wikipedia.org). Facebook as the social networking website in the internet has many members from many countries, including from Indonesia. Since the internet is global, the language used is usually written in English. Thus, some texts in the internet are written in translated version to make them comprehensible for those who do not master in English.

Like translating any other kind of translation, translating English into Indonesian language in Facebook is also a difficult task to do. Because of the users of facebook is consist of many levels of people and needs to make them all understand well and also a translated text must convey a constant massage from the source language; people have to figure out the ways to make the translation natural. A good translator has to make sense, read naturally, and be written in the ordinary language, the common grammar, idioms, and words that meet that kind of situation (Newmark, 1988: 24). It was also the problem that often be found in translating some texts.

This concept of translation is the concept the translation method and its quality that is used in translating English into Indonesian, figure 1.1 below is the conceptual framework of the research:

Figure 1: Conceptual Framework of the Research

```
┌─────────────────────────┐
│  Translating English into│
│        Indonesian        │
└─────────────────────────┘
            │
            ▼
┌─────────────────────────┐        ┌──────────────────┐
│    Content Analyzing     │ ────→  │  Larson's Theory │
└─────────────────────────┘        └──────────────────┘
            │
            ▼
┌─────────────────────────┐
│    Translation Method    │
└─────────────────────────┘
            │
            ▼
┌─────────────────────────┐
│    Translation Quality   │
└─────────────────────────┘
```
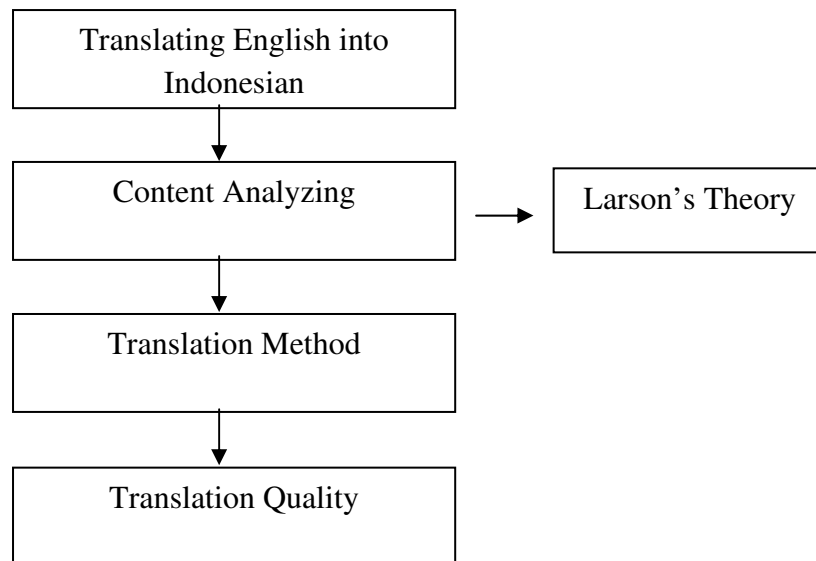
E. Method of Research

The research is using a qualitative research. The data of the research is the transcriptions of Facebook web pages that saved both in English and Indonesian version on 21 August 2008. To collect the data, the transcriptions of Facebook both English and Indonesian version were saved, compared, collected and listed them in the tables.

Analyzing data were done by the questionnaire given to the final year UIN English Department students who focused on linguistics and interview were asked to them about their reasons in choosing the translation method in the questionnaire. The result were identified, Interpret in reader's perspective in the

questionnaire and draw conclusion from questionnaire.

D. Organizational of Paper

This research is presented in five chapters as follows. Chapter I, Introduction, contains the background of the study, statements of problem, research questions, purposes and significances of research, conceptual framework, research method, and organization of writing. Chapter II, Theoretical Review, describes the theories that provide a basis for conducting the research. It explains about the translation theory and internet in general. The theories related to the study are presented in chapter two are the theories of translation method by Larson and Newmark. Chapter III, Methodology,   focuses on the methodology and procedures of the research. It comprises of research design that provides the description of descriptive and qualitative method, and it also consists of object of the research, data source and the techniques of collecting and analyzing data. Chapter IV, Data Analysis and Discussion, discuss the data analysis, the findings of the research along with the writer's interpretation of the result based on the theory given previously. Chapter V, Conclusion and Suggestion, provides conclusion of the research and the suggestion.