

CHAPTER I

INTRODUCTION

This chapter discusses background of study, statement of problems, research objectives, research significance and definition of key terms.

1.1 Background of Study

The globalization era makes the people's life become more practical. The practicality can be seen from the ease in the fulfillment of human needs. One of them is using the internet technology. There are many internet services which are interested, one of them is online translation service. This service is interested because nowadays many information and knowledge are written in foreign language especially in English Language. For some people who don't understand it, they need a tool which can help them to translate and understand the foreign language, and online translation service is a tool which can translate from one language to another language. It is used in order that information and knowledge from source language can be understood faster and easier.

Actually there are many online translation services which are available, but on September 30, 2013 known that top 10 online translation services are *Google Translate*, *Dictionary.com Translator*, *Bing Translator*, *FreeTranslation.com*, *BabelXI*, *itranslate4.eu*, *Babylon*, *SYSTRANet*, *Babelfish*, and *Reverso*. This rank is ordered by number of languages translated and

evaluated on five points scale in terms of error rate. (<http://sourcesandmethods.blogspot.co.id>).

Those online translation services are very useful especially for some people who need it, but the result of translation should be examined because sometime the result of translation is not good enough and unreadable. For some people rather to read the source language text (SLT) in a foreign language than read the target language text (TLT) in Bahasa. Because of that reason, it is necessary to examine and assess the translation result of those translation services to know their translation quality.

According to Nida and Taber (2004:12), “Translating consists in reproducing in the receptor language the closest natural equivalent of the source-language message, first in terms of meaning and secondly in terms of style”. It means that translation is not as a mere transfer of the source language (SL) form to target language (TL) form, but the meaning and the language style in target language (TL) have to be equivalent with the source language (SL).

Everyone has different opinion in assessing the translation result of a text, because different readers will understand the text in their own way. The final result depends on their personal background knowledge, beliefs and attitudes. Therefore, there is more than one reading and more than one rendering of a single text. So, in assessing the translation result of these translation services have to refer to the criteria of translation quality assessment.

According to Barnwell (1983:15), to make a good and qualified translation, it has to fulfill three main criteria, those are accuracy, clarity, and naturalness. Same way as Barnwell, Larson (1984:485) says that there are three aspects of translation to measure the translation quality namely accuracy, clarity and naturalness. Therefore, the translation can be categorized as a good translation if those three criteria are included in that translation. The translation quality of each translation service will be known after doing an assessment toward their translation result by using these criteria.

In this research, the writer chooses two online translation services which will be analyzed, those are *Bing Translator* and *FreeTranslation.com*. *Bing Translator* is a user facing translation portal provided by *Microsoft* as part of its *Bing* services to translate texts or entire web pages into different languages. All translation pairs are powered by the *Microsoft Translator*, a statistical machine translation platform and web service, developed by *Microsoft Research*, as its backend translation software. As of September 2015, *Bing Translator* offers translations in 51 languages. (https://en.wikipedia.org/wiki/Bing_Translator).

FreeTranslation.com is wholly owned by *Simple DirectMedia Layer (SDL)*, a company providing software and service solutions for language translation purposes including interpretation services. Powered by the leading business Machine Translation engines on the market. *FreeTranslation.com* allows users to obtain free translations of text, documents, and web pages, and offers translation in 41 languages. (<http://www.freetranslation.com>). The writer chooses these online translation services because they are the third and the fourth top

online translation service. The object of this research is the translation result of *Bing Translator* and *FreeTranslation.com*. The writer chooses the English articles about religion entitled “Ramadhan is likely to fall on Saturday” was posted on June 27 2014, 9:03 AM. This article was taken from <http://www.thejakartapost.com>. The researcher chooses the article from The Jakarta Post because The Jakarta Post is the best and the famous English daily newspaper in Indonesia.

The reason makes the writer interested in analyzing the translation quality on online translation service which is focused on *Bing Translator* and *FreeTranslation.com* is because sometime finds the translation result of *Bing Translator* and *FreeTranslation.com* is unsatisfied, not good enough and unreadable. Therefore, the writer interested to do an assessment toward the translation result of those translation services to know their translation quality.

Similar studies have been carried out by previous researchers such as: The first researcher is Kurnianingtyas (2008) entitled “*Kualitas Hasil Penerjemahan Individu dan Penerjemahan Kelompok*”. This research has three statement of problems. The first, what is the strategy of translation which is used by the translator to solve the problem in the translation process on the sentences of nonfiction text entitled *Translation Competence and Language Awareness* and the fiction text entitled *The Elves and The Shoemaker* which is done individually and group? The second, what are the techniques which are used by individual and group in translating the sentences of nonfiction text entitled *Translation Competence and Language Awareness* and the fiction text entitled *The Elves and*

The Shoemaker and the last, what are the influences of strategy and technique which is used toward the quality of translation on the sentences of nonfiction text entitled *Translation Competence and Language Awareness* and the fiction text entitled *The Elves and The Shoemaker*? Can take the conclusion that in this research, the researcher compared two kind of translations, group and individual in the aspect of strategy, technique, and quality of translation on the fiction and nonfiction text. The result of this study shows that group translators are better than individual translator. Although the individual translator has many experiences in translating, it's not mean that his or her translation has better translation.

The second researcher is Sapitri (2012) entitled "*The Method and Quality of Translating a Poem Done by Sixth Semester of English Department Student*". In this research, the researcher has two statement of problems, those are: what method do the student use to translate poem of Robert frost's *Stopping by Woods on a Snowy Evening* and how is the quality of translation result of poem done by student? In this research the researcher wanted to know the method and the quality of translation of sixth semester of English Department student in translating a poem, and she took conclusion that the most method which are used by Sixth Semester of English Department Student in translating poem is communicative and literal translation and their qualities in translating poem is bad because students' translation are still produce the unclear meaning, the usage of wrong diction, unnatural meaning, the presence of some grammatical errors and awkward language.

The similarity of this study and the previous studies is discussing about the quality of translation, and the differences appears in the statement of problem and the object. The statement of problems in the previous studies discussed about the method, strategy, and technique of translation but in this study the writer doesn't discuss about those aspects, but the writer only discusses about the quality of translation.

Besides that, the differences of this study and the previous studies appears in the object of study. In the previous studies, the researchers used translation results of human in a group and individual translation and used the translation results of Sixth Semester of English Department Student in translating a poem. Meanwhile, in this study the writer uses data from translation results of machine translation, those are *Bing Translator* and *FreeTranslation.com*. In the conclusion, the writer formulates the title of this research is **“The Assessment of Translation Quality in *Bing Translator* and *FreeTranslation.com*”**.

1.2 Statement of Problems

This research was conducted under the general research question namely How is the quality of translation using *Bing Translator* and *FreeTranslation.com*. Of this general question, the writer formulates three specific research question as follows:

1. How is the accuracy of translation result of *Bing Translator* and *FreeTranslation.com*?
2. How is the clarity of translation result of *Bing Translator* and *FreeTranslation.com*?

3. How is the naturalness of translation result of *Bing Translator* and *FreeTranslation.com*?

1.3 Research Objective

Based on the research statement, this particular study is aimed at finding out:

1. To find out the accuracy of translation result of *Bing Translator* and *FreeTranslation.com*.
2. To find out the clarity of translation result of *Bing Translator* and *FreeTranslation.com*.
3. To find out the naturalness of translation result of *Bing Translator* and *FreeTranslation.com*.

1.4 Research Significance

There are two benefits that can be described theoretically and practically:

1. **Theoretically:** The results of this study provide a picture on how to examine the results of translation and it is expected to be useful and give new information about translation study especially about translation quality assessment on *Bing Translator* and *FreeTranslation.com*.
2. **Practically:** The results of this study are useful for the user of *Bing Translator* and *FreeTranslation.com* to know their qualities. For the readers of this study, it can give some information about translation, specifically about the quality of translation in the machine translation, those are *Bing Translator* and *FreeTranslation.com*, and it also can be

the alternative reference for the other researchers who are interested in translation study.

1.5 Definition of Key Terms

To avoid misinterpretation that possible appears, the writer needs to define some terms:

1. **Translation Quality Assessment** is a type of evaluation.
2. **Translation** is a process of finding a target language (TL) equivalent for a source language (SL) utterance.
3. **Accuracy** is a term used in translation evaluation to refer to the extent to which a translation matches its original.
4. **Clarity** is the quality of being clear and easy to understand.
5. **Naturalness** is as the extent to which a work of translation sounds natural in the target language.

