CHAPTER I
INTRODUCTION

1.1. Background of the Study

Nowadays, it is undeniable that mankind is in the era of online and digital news and information. The rapid development of technology of information is one significant factor toprovide critical information and breaking news all around the globe. People can perceive and acquire what is really going on in every part of the world from so many kinds of sources in just a matter of a second. In other words, the world becomes smaller and closer for this new kind of development in technology of information.

Online news is interesting and important for most people in the 21st century. Therefore, every person should understand the foreign language used in online news, such as English. So, the writer wants to study and analyze the strategies of translation in online news, so that everyone can understand true translation without misunderstanding about the news delivered. This study is done in order to find out the strategies that are used by the translatorin a local online news articleof *Berita Dua Bahasa* (B2B) in their website www.berita2bahasa.com. *Berita Dua Bahasa* (B2B) is the Indonesian's first online newspaper bilingual side-by-side. *Berita Dua Bahasa* claims in his website that the quality and

quantities of the news are supported by reliable translators from leading university graduates in Indonesia. There are many articles in their website and some of them have their own translators, in this study, the writer chose the four articles which are translated by Novita Cahyadi who is a graduated college student of Universitas 17 Agustus, Semarang in 2015. The findings and the analysis by using translation strategies are expected to be usefull for other translators. If they want to translate anything, they can apply the strategies of translation for their works. This study of the strategies of translation is also hoped to be advantageous for the newsreaders to preferably understand if they read the English articles and interpret them into Indonesian. For the instructors and students, especially for the ones who are involved in journalism or other related fields, this study may help them preferably understand English and Indonesian news structures.

Research about journalistic translation is necessary as the writer needs to get knowledge about how to reproduce news from a source language into a target language appropriately when he needs to consider the given situations. To get to know about journalistic translation, an analysis to be conducted is to uncover what translation method or strategies used when packaging news with the given situations in another language or culture.

There are some scholars who have conducted research related to journalistic translation. One of them is *Translation Strategies Used for Translating English to Czech News* (Vybíralová, 2012). However, there are only little research in English – Indonesian language pair, such as *Analysis of Translation Strategies in Sony Guidebook Translation* (Satriadi, 2014), and *Analysis of Translation Quality and Strategies in Google Mail Web Pages Translation* (Nugraha, 2015).

Research in journalistic translation, especially in online news articles translation is still rare. The previous research is only focused on translation methods and strategies. Therefore, an analysis of translational methods and strategies along with functional translation is necessary. The analysis is not only to see the method and strategies of translation used but also to investigate why the method and strategies of translation are chosen by translator for a translation process.

1.2. Statement of the Problem

This research attempts to answer the following problem: What strategies of translation are used by the translator of *Berita Dua Bahasa* Online News in translating the articles from Indonesian into English?

1.3. Objective of the Study

This study aims to find out the strategies of translation used by the translator of *Berita Dua Bahasa* Online News (www.berita2bahasa.com) in translating the articles from Indonesian to English.

1.4. Theoretical Framework

Translation is a process of replacing a text in one language by a text in another. The first text is original and independent, but the second only exists as a version derived from the first. The derived version stands in for the original, and the texts are said to be equivalent. The notion of equivalence, however, is by no means as a simple one. "Translation deals with the relationship between texts as actual uses of language, and so is entirely different from an activity like contrastive analysis, which is concerned with relating two languages as abstract systems (House, 2009, as cited in Wijaya, 2015:2)". In this research, the theory of translation strategies will be the most important thing of this research. The theory of translation strategies from Peter Newmark (A Textbook of Translation, 1988) will be a fundamental theory for this research.

1.5. Significance of the Study

This study, especially about translation strategies in the discussion, will give benefits and motivations to the translators to use good translation strategies which are mentioned in this study.

The analysis of translation methods in *Berita Dua Bahasa* Online News articles in "World" – "Asia" section are expected to contribute being a reference in the use of translation methods and strategies for journalistic translation, especially in translating online news articles in the Internet, and to be a source for students who take internship program as translators for foreign desk at mass media institutions.

This study is not only for the translators and the readers but this study will also give some benefits to the instructor of translation courses for selecting material about how to translate articles using translation strategies.

The other use of this study will be for the students who are taking translation as their courses in college. The students can get information about the theory of translation especially about translation strategy, translation method and translation procedure.

1.6. Limitation and Scope

This research focuses on finding the types of translation methods and strategies used in translating the selected four online news articles in the website of www.berita2bahasa.com in the section column of "World" – "Asia". It is also about how they function and shape the translations. The selected four online articles gathered are only those which are occurred in 2017 and displayed on the sections of the "World" – "Asia" and in the website of www.berita2bahasa.com/berita/Asia/.

1.7. Definition of Key Terms

1.7.1. Strategy

Strategy is a careful plan or method for achieving a particular goal usually over a long period of time. According to the Business Dictionary, strategy is the art and science of planning and marshalling resources for their most efficient and effective use. In this study the writer is using Peter Newmark's book entitled "A Textbook of Translation".

1.7.2. Translation

Translation is a process of replacing a text in one language by a text in another.

1.7.3. Article

Article is a piece of writing about a particular subject that is included in a magazine, newspaper, or on the Internet and etc. In this study, the writer is using the journalistic online news articles taken from the website chosen by the writer.

1.7.4. Online

Online is something connected by computer to one or more other computers or networks, as through a commercial electronic information service or even the Internet. In this study, the website in which the articles taken by the writer is from the www.berita2bahasa.com/berita/Asia.

1.8. Organization of the Study

This study is divided into five chapters. The chapter one is an introduction. In chapter two, the writer presented about the related literature and the previous studies. In chapter three, the writer wrote about the research design, data source, preparing of data collection, procedure of data collection and data analysis. In chapter four, the writer delivered the discussions. In the last chapter, the writer gave the conclusion of the study.