CHAPTER I

INTRODUCTION

1.1 The Background of the Study

Translation is the process of transfer of the message from one language called Source Language (SL) to another language or Target Language (TL).Translation itself has always been a central part of the communication. It is like a bridge to connect the human communication between two different languages. The main point in translation is to re-tell and to transfer the message in SL to another language or TL without changing the characteristics or the style of the original text. So, even though the language changed, but the message in the SL always delivered in the TL. Simply, translation deals with two different languages.

Newmark (1988:7) argues that translation is a craft consisting in the attempt to replace a written message and/or statement in one language by the same message and/or statement in another language.

Nowadays, translation covers a lot of areas such as education, culture, advertising, media, technology and many others. The development of technology and media in Indonesia is getting advanced day by day. At the moment, it can't be separated from its association with English. Therefore, English plays important role in developing it.

One of the popular media nowadays is the online media, in which there are social media. According to the data from*kominfo.go.id*, Indonesia is one of the countries with the largest social media community. It is the sixth in the world. The

users in Indonesia are about 83 million people now. Therefore social media is very popular in this country.

The users necessary in the social media are different. Some of them are just looking for the entertainment. Some other are looking for the information, knowledge, or the remains are looking for all of it.

Mark Zuckerburg as the founder of Facebook (the largest social media in the world now) said that the most popular social media in the world today was Facebook, WhatsApp and Instagram. Facebook has 1.8 billion active users each month, followed by Whatsapp which has 1 billion active users each month and followed byInstagram, that has 500 milion active users each month.

Instagram is an online mobile photo - sharing, video - sharing, and social networking service that enables its users to take pictures and videos, and share them either publicly or privately on the app, as well as through a variety of other social networking platforms. Instagram itself is one of social media found by Kevin Systrom as CEO, co-founder and Mike Krieger as CTO, co-founder.

In Indonesia, Instagram is one of the most popular social media at all levels of society. Whether they are the personages, artists, or just the ordinary citizens. To the young until the old. This evidenced by the some users who make Instagram as a place to make money, or commonly known as endorse, or advertised.

Kristiani Herrawati or famous with Ani Yudhoyono is the wife of Susilo Bambang Yudhoyono (President of Indonesia in 2004-2014) who was the former of the first lady in this country. She is one of the active Instagram user since she was still a first lady in April 2013 until now (2018).

In her account, she posted a variety of images and videos, such as landscapes, flowers, animals, and all of the activities undertaken by her husband and her family, both in formal and informal situations. It is based on her hobby, she loved photography very much, and Instagram provide the necessary of the photographer.

Her Instagram account name is @aniyudhoyono, and it followed by more than five million people (followers). The unique one is in every single picture/video posted, she always used the caption for the images in using two languages, or in the other word is bilingual, Indonesian and English, and unintentionally, Ani Yudhoyono invites the foreigners to learn Bahasa Indonesia and Indonesians learn English too.

In this case, Ani Yudhoyono writes the translating the captions by herself, which means, in another sense she wrote the source language and exactly the target language. So, Ani Yudhoyono is called by self/auto translation.

(Sfetcu: 2015) self/auto translation is a special form of translation in which the translator is also the author of the original text. Whereby the translator translates to others what she has said or written herself.

The problems appear when the researcher saw some awkward cases in the TL. Not all of the SL translated fully in the TL, there are number of words in the SL less of the TL, and vice versa. There are some preliminaries data found by the researcher, such as:

1) SL: **Oleh-oleh** *khas Cianjur*
   TL: **Snacks** from Cianjur.

2) SL: Kompak b**erbaju** merah
   TL: Matching in red

3) SL: *Berpelukan erat*
   TL: Hugging **each other** tightly.

In this first example, she translated the word *oleh-oleh* became snacks. *Oleh-oleh* is kind of special or unique gift from some place. There are so many kinds of *oleh-oleh* such as stuff, key chains, food, or something else. In this case the translator chose the word snacks in the TL in order to make it translated more specifically. She didn't translate the word *oleh-oleh* become gift but it translated as snacks, because the picture also showed the kind of food there, so it translated become snacks. In another word, she informed that the kind of gift that she bought is snack, which is kind of food.

In the next example, the translator reduced single word, which existed in SL. The word *berbaju* in SL was not translated in TL, but the people able to understand the TL by seeing the picture that attached above the caption.

In the last example, the translator added some words which not existed in SL. She added the words "each other" is for emphasizing the TL itself.

Actually, translation technique is not about good or bad the target language on a text, but that is the most appropriate way according to the translator in conveying the message from source language to the target language.

This is not the first study in the academic world. There have been some previous studies conducted by several researchers related to this research. They are inspiring the author to do a further study about it.

Related to this study, the author found ten previous researches in the journals either national, or international which are related to the title that is going to be conduct. Four of them discussed about translation technique, another three discussed about Translation Procedures, Translation Strategy, and Translation Equivalence. Three others discussed about Translation and Bilingualism.

Here are the more explanation about the previous study that discussed about the Translation technique. Three of them used the theory presented by Molina, L. ., & Albir, H. (2002) and another one used the theory of Newmark (1988) and Larson (1984).The first previous study conducted by Fadaee (2011), entitled "*Translation Techniques of Figure of Speech a case study of George Orwell's "1984 and Animal Farm",* he found that translation techniques of similes have more correspondence with the ST than translation techniques of metaphors**.** The second previous study conducted by Rosita, Isyam, and Ardi (2013), entitled "*The English Students' Techniques in Translating Indonesian Beverage Terms into English*,they found 'Literal Translation' technique as the most dominantly technique used. The third one conducted by Sari and Refnaldi (2014), entitled "*Translation Techniques and Translation Accuracy of English Translated Text of Tourism Brochure in Tanah Datar Regency"*, they found 'Established equivalent' technique as the most dominantly technique applied by the translator. The fourth previous study conducted by Surbakti, Sinar, Lubis, and Muchtar (2015), entitled "*Translation Techniques of Traditional Karonese Medical Text on Fractured Bone Setting"*, they found 'Literal Equivalent' technique as the most dominantly used there.

Here are the more explanation about the previous study that discussed about Translation Procedures, Translation Strategy, and Translation Equivalence. All of them used the different theory in analysing the data. The fifth previous study conducted by Ahmadi and Ketabi (2011), entitled "*Translation Procedures and Problems of Colour Idiomatic Expression"*, they used theory presented by Baker (1992). The sixth previous study conducted by Mono, Saragih, Nababan and

Lubis (2015), entitled *"Translation Strategies of Cultural Words in Animal Farm into Indonesian"*, they used theory presented by Newmark (1988), and Sutopo (2006). The seventh previous study conducted by Sudirman (2016), entitled *"Current Issues in English-Indonesian Translation Equivalences"* he used theory by Baker (1992).

Here are the more explanation about the previous study that discussed about Translation and Bilingualism. All of them used the different theory in analyse the data. The eight previous study conducted by Sabljo (2011), entitled *"Beckett's Bilingualism, Self-Translation and the Translation of his Texts into the Croatian Language"*, she used theory presented by Beer (1994). The ninth previous study conducted by Velasco and Garcia (2015), entitled *"Translanguaging and the Writing Bilingual Learners"*, they used theory presented by Calkins (1994). The last one is conducted by Mohamed (2016), entitled *"Bilingualism as an Effective Factors in a Successful Translation"*, he used theory presented by Catford (1965).

Based on the explanation above, the author will conduct the study about the translation technique, relate to the correlation of translation and bilingualism, so she will analyze the technique of translation in the translating the captions of Ani Yudhoyono's Instagram.

1.2 The Problems of the Study

Based on the description of the background of the study stated above, the problems of the study are formulated as follows:

(1) What types of translation techniques are used in the translating the captions of Ani Yudhoyono's Instagram?

(2) How are the techniques used in translating the captions of Ani Yudhoyono's Instagram?

(3) What is the dominant technique used in translating the captions of Ani Yudhoyono's Instagram?

1.3 The Objectives of the Study

The objectives of the study are to answer the three research questions, as formulated before. To be more specific, the objectives are :

(1) To classify the types of translation techniques used in translating the captions of AniYudhoyono's Instagram

(2) To describe how the techniques are used in translating the captions of AniYudhoyono's Instagram

(3) To find out the reason of using the technique in translating the captions of AniYudhoyono's Instagram

1.4 The Scope of the Study

Referring to the problem of the research above, the scope of the study is limited on the translation techniques used in translating 226 captions of Ani Yudhoyono's Instagram.

1.5 The Significances of the Study

This study is expected to be a contribution for those who want to carry out a further study in translation techniques and to be a reference in order to seek further information dealing with translation techniques.

Practically, this study is also expected to guide the information for the readers about the translation in the translating the captions which translated by the same person, or called by auto translation.