

# CHAPTER I

## INTRODUCTION

### 1.1 The Background of the Study

English plays important roles in education, politics, trade, technology, and industry such as agriculture, automotive, mining, aviation, etc. In aviation industry, English is a language used by personnel associated with the aviation industry such pilot, air traffic controllers, airline mechanics and flight attendants.

English has become the language of international flying in the years after World War II a commercial aviation expanded worldwide. Since aviation needs as a lingua franca, a language as rich in vocabulary and nuance as English presents some challenges in aviation operations, where communication is supposed to be terse and unambiguous (Sharkey: 2012).

In Indonesia context, the growth of aviation services industry especially for scheduled commercial flights increasingly widespread, since the issuing deregulation governing air transport in 1999, in the series of deregulation packages, one of deregulation is the Minister of Transportation Number 81 Year 2004 on the Establishment of Airline in Indonesia. A large number of airlines operating in Indonesia directly create tight competition. Although they get pressure in fuel prices rising, airlines national industry grows rapidly. It enforces airlines company to serve excellent service. The expansion of airline services from year to year getting the attention of wider community. It can be seen from the high competitive services, pricing and promotions offered various airline flight. The appeal is quite large and the aviation industry promising. It can be seen

the number of aviation industry in the business, as well as the Airlines Express Airlines, national and domestic airline tries to maintain rates with adjusting the maximum service quality of Express Airlines which has been acknowledged by all users of aviation services facility.

However, the service quality of aviation does not depend only on the price and promotion of airlines companies but also on the hospitality of aviation personnels especially frontline aviation personnels namely flight attendents.

Flight attendants urgently need language proficiency particularly English, the English language proficiency of flight attendants who graduate from flight school guarantees the good output of flight attendents when they run the job.

Good flight attendents assure the smooth and safety of a flight as well as the convinience of passengers. Becoming flight attendants, the students must have language ability because they have to deliver correct and proper message and information. The flight attendants require to calm all passengers about flight troubles such us turbulence, bad weather, terror and hijacking. In such condition, they should master English language properly and correctly.

Beside those roles, flight attendents who have good ability in communication also convince and comfort the passengers in term of service. The excellent service of a flight includes food and baverage, good service, and hospitality in flight and those come from the excellent flight attendents. In short, the good image or brand of airline company relies on the excellence of flight attendents especially in communication skill. Eventually, good flight attendents come from good students who get the skill in flight school.

On the other hand, flight attendant students who have bad or poor communication skill bring problems in flight safety and security. The bad communication of flight attendant causes misunderstanding to passenger and among flight personnels such as pilot and co-pilot. The communication between flight attendants and pilot needs to be explicit. The flight attendants must catch clear instruction to be immediately continued to passengers for example in bad weather condition. The message and information about flight troubles must be clear delivered to passengers. When it comes, flight attendents inform passengers to switch on and fasten the seatbelt, put the seat back in the upright position and lower arm rest. If passengers get unclear information it will harm passengers' safety. In addition, the flight attendants have to be able to fullfil the passengers' need. For example when they request food or baverage, the flight attendants must be able to provide properly. It is certainly that language proficiency of flight attendant students impact to safety, security and comfortability.

The need for better English communication skills is clear as more countries become major players in commercial aviation. The aviation personnels, including flight attendents require not only good vocabulary and grammar, but also adequate pronunciation, stress, rhythm and intonation to communicate clearly and quickly in English. Cutting (2011) states that the language used by flight attendants and other general aviation personnel, like many forms of English for specific purposes uses conventional English pronunciation, structure, vocabulary, and interactional patterns, but adapts them to the purposes of the particular domain and context.

In case of students of flight attendant school, there are some mistakes found in translating English for the aviation world in particular, Most of them fail in doing translations. They fail in grammatical and lexical errors; grammatical errors includes errors in the production of verb group, errors in the use of prepositions, miscellaneous errors in the distribution of verb groups, errors in the use of articles. Richards (1998). Furthermore, lexical errors include formal errors, and semantic errors. James (1998).

The followings are some examples of errors in translating flight attendant announcement found in researcher's preliminary study in PSPP ( Pendidikan Staff Penerbangan dan Pramugari) Yogyakarta:

*Penumpang yang terhormat,*

*Baru saja kami menerima informasi bahwa kita tidak dapat melanjutkan penerbangan ini dikarenakan adanya: Masalah teknik, Cuaca, Masalah operasi. Kami mohon anda untuk menunggu di dalam gedung terminal dan membawa semua barang bawaan. Petugas darat kami akan menginformasikan jadwal penerbangan selanjutnya. Kami mohon maaf atas ketidaknyamanan ini.*

Some students translate:

*Ladies and Gentlemen,*

*We just got the information that we cannot proceed due to the airlines: The technical problem, weather, operating problems. We ask you to wait inside the terminal building and carry all the luggage. Our clerk land will inform subsequent for your next flight. We apologize for this inconvenience.*

The example above contains grammatical and lexical errors. Firstly, in the phrase 'just got' it should be inserted with the word "have" become 'we have just got' because it is a present perfect tense. Secondly, in this phrase the 'clerk land' should be written 'ground staff' because in aviation English the proper term is ground staff. So the first error is classified as grammatical error (Error in the

production of verb group -Error in the production of tense form) and the second error is classified as lexical error (semantic error).

Another example of translation error in bad weather announcement:

*Penumpang yang terhormat,*

*Saat ini kita terbang dalam cuaca yang kurang baik, kami mohon anda kembali ketempat duduk dan mengenakan sabuk pengaman. Untuk keselamatan anda, kami mohon untuk tidak menggunakan kamar kecil sampai lampu tanda kenakan sabuk pengaman dipadamkan. Terima kasih.*

*Ladies and Gentlemen,*

*This time we fly in poor weather, please back to your place sat and wearing a seat belt. For your own safety, please do not use the small room until the seat belt sign lights extinguished. Thanks.*

In this phrase there are some errors such as: first, 'small room' in aviation English the proper term is 'lavatory'. Second, add the word "lights"

Based on the preliminary data, it is needed to investigate the description of the students' translation errors in flight attendant announcement as well as to find out why the students of flight attendant make errors. Therefore this research will give new horizon an solution for the translation error done by students.

## 1.2 The Problems of the Study

In this study the research problems are common. Translation errors occur in lexical and grammatical error. For this analysis the problems are elaborated by the following:

1. What kinds of errors are found in translating flight attendant announcement made by flight attendant students?
2. Why do the students make the errors in translating flight attendant announcement?

### **1.3 The Objective of the Study**

This study attempts to:

1. Investigate the kinds of errors in translating flight attendant announcement made by flight attendant students
2. Explain the reasons of the students make error in translating flight attendant announcement

### **1.4 The Scope of the Study**

Scope of the research is needed to give focus to this research. This study is Semantic field and focused on the translation errors of flight attendant students of PSPP Yogyakarta. The errors focused on grammatical and lexical errors. The announcement deals with some communication in airplane cabin such as before take-off, after take-off, bad weather, and emergency landing. And the source of errors focused on Norrish (1995:21) and Brown (2004: 263) theory. The total of flight attendant students as a subject in this research were nineteen students.

### **1.5 The Significance of the Study**

Findings of this research are expected to be useful theoretically and practically. Theoretically, the study can enrich the knowledge about the translation error found in any flight announcement translation.

Practically, this research aims to give some new horizon of information as well as contribution.

1. For the students and flight attendants, it encourages and motivates them to reduce the errors, make the flight announcement accurate, correct and

understandable because it concerns with flight safety, security, and comfortability, and become a good and professional flight attendant.

2. For the translation practitioners, by knowing the translation errors it is expected to be reference and guidance in translating flight announcement discourse.
3. For the lecturers and teachers of flight, it can give contribution to the accuracy of translation subject and pedagogical input in teaching translation particularly in English for flight attendant.
4. For PSPP school, it gives suggestion in preparing excellent graduate of flight attendant.