CHAPTER I

INTRODUCTION

1.1 Background of the study

The Development of language has brought many changes to all aspects of life. The demands of mastering many languages to compete in the era of globalization, has brought many media to be translated into many languages such as books, online web and newspaper. The demands have brought the impact to many aspects industrial to make their product well known not only in local but also other countries. In order to knowledge about the Source Text and Target Text is needed to make the text can be understood by readers or audiences.

Translation is thought of as a text which is a "representation" or "reproduction" of an original one produced in another language. , it is rendering the meaning of a text into another language in the way that the author intended the text Newmark (1988). Common sense tells us that this ought to be simple, as one ought to be able to say something as well in one language as in another. On the other hand, you may see it as complicated, artificial and fraudulent, since by using another language you are pretending to be someone you are not. Hence in many types of text (legal, administrative, dialect, local, cultural) the temptation is to transfer as many SL (Source Language) words to the TL (Target Language) as possible.

Lately, In Indonesia has recently been a trend to make some of written product become bilingual edition, especially in lesson books and newspaper, this

development of language in the country is aimed to make the country can compete in globalization era so that it can make the knowledge of other languages are improved. For instance, One of the media that has bilingual edition is *berita2bahasa.com*. It is an online newspapers that publish daily and free for the audiences and readers that has accessed to their page. The online newspaper had established since 8 November 2012 and it is the first newspaper online in Indonesia that served the concept.

However, it is acknowledged that there aren't many aware the importance of this concept. Many readers sometimes didn't look of the translation part because it confused them. Translation sometimes makes some differences in style, whether it is the style or the process of translation itself. A bad translation can lead readers to misunderstood the content of the news and it can make miscommunication later.

It has already been accepted by many translators and scholars that, considering the aim of translation and many other factors, the translator may prefer not to translate word for word, keeping in mind the cultural differences between the source text and target recipients, may adapt the text into the target culture recipients in order to make it comprehensible for them. For this reason, the translator may choose not to be one hundred percent loyal to the source text, linguistically. Moreover, it has been the major concern of the contemporary translators that they have been regarded as having secondary importance compared to the source text writers.

On the other hand translation means that the replacement a written message or statement in one language (SL) by the same message or statement in another language (TL).Furthermore, Nida and Taber (1982) agree translation is a process of reproducing the target language into its closed natural equivalent in source language. From these explanations, it can be understood that target language should be taken into consideration to keep the translations and the original equivalent in meaning.

In addition, to maintain the condition above, the translator should master the process of translation of all aspects. To make a great translation, the translator have to know the study of grammatical structure, lexicon, communication situation or context, analyzing the cultural context of the source language text to determine its meaning, and the produce exactly the similar meaning using grammatical lexicon which are correctible in the target language and its cultural context. Nida (1982) stated that since no two languages are identical, either in the meanings given to corresponding symbols or in the ways in which such symbols are arranged in phrases and sentences, it stands to reason that there can be no absolute correspondence between languages

The process of translating the text from source language to target language is not an easy task, the translators who have been mastering various ways of English and Indonesian found this as problems. Readers or audiences who have been fluent in both English and Indonesian hardly understand the content that has been translated by many translators. For example, some translation transformation that can make audiences misunderstood, especially when translating news text.

News can be misinterpret when some information may not be occurred or missing, because the main purpose of news is to give an actual fact or solely based on the truth on the matter. Therefore, the translator should always loyal to the source text when translating it. Also translators must completely have high knowledge of linguistics, grammatical structure, lexicon and cultural context of the source language.

There are some relevant studies of loss and gain in translation process. According to Pastika and Utamayasa (2015) stated that loosing or gaining meaning in the target language results from language differences. There is the process of loss and gain which can be found. The process of loss and gain gives the effects to the readers to catch the messages of the source language to the target language easily. While other research by Tiwiyanti and Bandu (2016) concluded that the translation procedure which results in loss in translation are a translation by more general word, translation by a more neutral/less expressive word and translation by cultural substitution. While, gain is found mostly through creativity of the translator when they have knowledge and are able to explain about it. In order to compensate the loss the translator did some loan word with explanation and paraphrasing the words. As Noor (2015) also proposed the study of equivalence using Baker's equivalence theory of noun phrase between source language and target language and find loss or gain information from the equivalence of noun phrase. In her study she found that the translator did a loss and gain technique to gain a readable translation for the readers or audiences. The results show that in loss translation, the translator attempted to make the simpler

words for the readers because not all elements of the source text can be translated. While in gain area, the translator did some changing and adding elements into Target Language to make Target Language's readers understand the relation between SL' noun phrase with the storyline in TL.

There are various types of news articles that already translated from Indonesian into English language. Below is one of the example that taken from Indonesia bilingual news portal *berita2bahasa.com*,

"2.050 Pelanggaran Kampanye, Ketua DPR RI Desak Bawaslu Tindak Tegas" that has been translated to *"Indonesian House Speaker Asks Election Campaign Violators are Dealt with Firmly"*.

From the example above, there occurs a loss information in translation. The word "**2050**" is not translated in the target text. It was found that there is a loss in word level, because the translator did not translate the bold word from the text above. It can be seen that the translator remove the word to make the article seem natural and simple, but it also can make readers loss information that can be vital from the source text. The underlined word is one of vital information from the article that reader can gain because it explains how many participants included in the news. In this case loss and gain in translation process can change the form of the text and also dissing some information in the text. It shows that when loss and gain in translation occurred, it is not always creating a good translation, instead the translation is lacking some information that actually needed for target readers to know. Therefore when translating such a news text one should considering the actual or precise information so that readers can know the detail

without guessing what happened in the actual case. It can be concluded that the translator of the article should be aware of missing fact and any small information that can lead readers to misunderstand the news text.

Hence, based on the explanation above, the researcher are eager to conduct the research about loss and gain in translation of online newspaper in *berita2bahasa.com.* It is aimed to investigate the process of translation which applied by the online newspaper whether the process can create texts understandable or it can create a mislead text.

1.2 The Problems of the Study

In relation to the background of the study, the problems were formulated as the following:

1. What categories of loss and gain are applied in the bilingual online news text?

2. How are the categories linguistically realized in the bilingual online news text?

3. Why do the loss and gain occur in the process of translation of the bilingual online news text as they are?

1.3 Objectives of the Study

In relation to the problems of the study, the objectives of this research were

1. To analyze the categories of loss and gain in translation applied in the bilingual online news

2. To describe the categories linguistically realized in the bilingual online news

3. To explain the loss and gain occurs in the bilingual online news

1.4 The Scope of the Study

The research is aimed to focus on texts of bilingual online news text that are taken from online news portal *berita2bahasa.com*. The researcher will analyze bilingual online news texts that are based on the theory of loss and gain of equivalence in translation. This study will focus texts that contain of loss and gain information

1.5 The Significance of the Study

The findings of this study are strongly expected to have theoretically and practically indispensable significances. Theoretically the research findings would be valuable contribution for further research who will conduct a research about the loss and gain in translation process.

Practically perspective, the findings of this research are expected to give some contribution for developing knowledge about translation process, become one of the references for another relevant research especially for the students in the University who interest with translation. For another researcher, the findings of this research are expected to become a guide lines to conduct more in depth study relate to the used of loss and gain in translation.