

CHAPTER I

INTRODUCTION

1.1 The Background of the Study

Discussing about transferring the meaning/message from one language into another language, this activity cannot be separated from a process called translation. Translation nowadays regard to the rapid development of various aspects of human life such as economics, social, cultures, politics, and technology, leads to global human interactions. This fact has significantly encouraged the emergence of the need for translators as agents in bridging the interaction of different languages. For example, hundreds of translators were needed to accompany the delegates from countries in Asia and Africa during the Asian African Conference Commemoration (AACC) 2015 in Indonesia. Before this agenda, there had also been many state agendas involving translators in participating to bridge the language differences. In the field of written text translation, a number of government agencies and multinational companies require translators, either becoming permanent or freelance translators, to translate reports and documents presented in Indonesian or foreign languages, as well as becoming mediators and interpreters when meeting with foreign parties. The need for translators in Indonesia has also been argued by Pratikno during the opening ceremony of The 6th Dean Forum of State University 2016 in Pangkal Pinang that its time for International community to study in Indonesia. Indonesia is not only expected to be a translator but become a narrator (setneg.go.id). Because of the growth of economy in Indonesian, many translators

and interpreters were needed for the nation to facilitate the cooperation made by Indonesia with other countries.

With the increase in the need for translators caused by international developments, Indonesia particularly has significant growth in the number of translators. Hundreds of freelance translators appear and offer translation services through electronic or printed media, as well as translation service institutions which then provide translation services to meet the needs of the community. Nevertheless, this phenomenon creates its own problems for the translation service consumers. For example, they feel confused when choosing qualified translators or translation service institutions, so they randomly recruit translators or use translation service institutions that might not be professional. The professionalism of translators and translation service institutions, either directly or indirectly, are determined by the quality of the translation output.

In line with this, translators were required to be more professional. The increasing cooperation between Indonesia and other countries opens up a very wide opportunity for translators and interpreters to involve. In other words, professionalism is an aspect that needs to be considered by translators as the agents, as well as the consumers when choosing a translation service institution. Professionalism relates to the skills of the translator and the quality of the translation output. The translators are claimed as professional if they can produce a qualified translation output.

The language services should provide teaching Indonesian and foreign languages, translation development programs (courses and translation services), and

language proficiency tests. Specifically, the types of translation services provided text translation, interpreting, proofreading, editing, in-company training, and language consultation. For the matter of text type, translator be able to translate various text types including general texts such as journalism and speech; specific texts such as economic, law, literature, and academic texts; and documents such as certificates, transcripts of certificate, and birth certificates.

In this study, the researcher analyzed the accuracy, readability and acceptability of translation quality in bilingual textbook of economic for seventh grade of Junior High School. The researcher's decision to select translation as research to measure the quality of the translation. Translations are very important aspects to be analyzed. In this study, researcher aimed to describe the quality assessment of the economic terms and the findings very useful for the translators and the students from the translation studies especially.

Accuracy is a term used in evaluating the translation to refer the source language (SL) and target language (TL) text equivalent or not. The concept of equivalence leads to an equality content or messages between two texts (Nababan *et al.*, 44). In other words, the accuracy is one of the most important aspects of the translation because of accuracy concerning the problems of common content or text messages between source and target text. Furthermore, to produce a good quality translation, variety of text types might become one of the obstacles for the translator because each type of text requires specific treatments by the translator in the process of translation. Besides that, the cultural elements of a region or country of the source text are the obstacles to translate that also need to be considered due to the fact that

each region or country has its own cultural units that are different to each other. There might be similar cultural units, but there are also other cultural units that might not probably be found in the target region or country. This statement referred to the theory of Newmark (1988: 95) which stated that the cultural aspects including material, religion, social, social organizations, customs, activities, procedures, sign languages, and ecology are types of word that were difficult to find the equivalents...

For example “Growth is starting, economic reform” becomes “*Pertumbuhan dimulai, reformasi ekonomi*”. That translation sentences is not accurate in readability. In Indonesia language, the meaning of that sentence is more suitable with “*Pertumbuhan menandai reformasi ekonomi*”.

With this in mind, this research aims to find out word, phrase, sentence, and paragraph arrangements, even though it might be not common for the target reader. The translator is allowed to ignore the acceptability and the readability aspects because the translation must be quite the same with the original text. Then, the researcher's provide raters to assess the quality of the translation outputs by considering the predetermined aspects of the translation quality evaluation. Meanwhile, the analysis of the translation techniques examined directly by the researcher as a part of the research process.

1.2 The Problems of the Study

Based on the background above, there are several problems, namely:

1. What translation techniques are used in the bilingual textbook of economic for seventh grade of Junior High School?

2. How are the translation quality of economics used in the bilingual textbook of economic for seventh grade of Junior High School?
3. Why are the translation techniques used in the way they are?

1.3 The Objectives of the Study

In line with the problems of the study, the research objectives are:

1. To analyze the translation techniques are used in the in the bilingual textbook of economic for seventh grade of Junior High School by considering aspects of quality which are the accuracy, the acceptability and the readability.
2. To describe translation quality of economic terms in the bilingual textbook of economic for seventh grade of Junior High School?
3. To elaborate the translation techniques towards the quality of translated in the bilingual textbook of economic for seventh grade of Junior High School?

1.4 The Scope of the Study

The research is limited to the scope of research and finding. The research is scoped to the subject of the study which is the examples of expressive, operative, and informative texts translation. Meanwhile, the research finding is limited to be analyzed translation based on accuracy, acceptability and readability parameter of Nababan's theory through Molina and Albir's techniques. In addition, the researcher used the theory proposed by Chesterman (1997) for describing the reason of translator used the translation strategies in *The Essentials of Economics*.

1.5 The Significance of the Study

The research significances are expected useful to have both theoretical and practical important in quality translation as a process and product, specifically the translation in bilingual textbook:

1. Theoretically, the the findings of the study are expected to master the theories of translations and giving information about the translation quality of expressive, operative, and informative text translations
2. Practically, the findings of the study are expected useful for:
 - a) Researcher; by having this research, the writer can investigate the translation quality and techniques are used in the in the bilingual textbook of economic for seventh grade of Junior High School.
 - b) Teachers; through this research, the teacher can find the inaccuracy translation techniques towards the quality of translated in the bilingual textbook of economics.
 - c) Students; through this research, students can increase their motivation and mastery in translation and understanding of bilingual textbook of economics.
 - d) Translators; as a consideration and references in solving translation problems related to the economics used, so can produce better translations quality.
 - e) Others; this research can give them some data sources about the translation quality and techniques are used in the in the bilingual textbook of economics.