

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the report

Various occurrences that occur in a company are might related to the company's image. To handle the occurrences and create a good image a company requires the existence of public relations (Rahadhini, 2012). According to Jefkins (2003), public relations is a form of planned communication both from inside or outside the organization with all aspects to achieve specific goals based on mutual understanding. Public relations is also the most important part of an organization that deals with and handles communication between companies and the public (Grunig & Hunt, 1984:6).

Public Relations in organizations are generally divided into two equal parts in carrying out basic functions but different things to the intended public (Ishak, 2012, p. 379). Those two parts are internal public relations and external public relations. Ishak argued that internal public relations has a role in regulating how to organize and be able to communicate well that is related to the public that is in the organization. Meanwhile external public relations has a role to handle communication problems related to the public outside the organization.

According to Theaker (2016) corporate public relations has some activities to do those are; internal or employee communication, public affairs, investor relations, corporate responsibility, new influencers, issues management, crisis

management, and brand management. From those activities, communication is the most important activity that must be done by public relations. Theaker also argued that communication activity that done by corporate public relations include; meetings, briefings, handling social media, publications, and face to face meeting. Interpreting also becomes a communication activity by public relations if there are clients or guests from other countries (Hokkanen, 2017)

Interpreting is an interlingual communication event involving speakers of one language, interpreters and speakers of other languages (Prasetyani, 2017). In interpreting some methods were used such as consecutive, simultaneous, and whispering (Nababan, 2014). Besides that, interpreting also has some problems that must be faced by the interpreter. Summarized in the experts those problems are inability to hear the speaker and inscrutability of language. Therefore strategies are needed to overcome the problem in interpreting. Li (2015) summarized that those strategies include anticipation, summarizing, skipping, and personal involvement.

Interpreting also takes a role in the company especially for foreign companies such as convey the message to the recipient about what the speaker is speaking from the language source into the target language, in events, meetings, and branding (Bhakti, 2016). In addition to the company, interpreting also has a role in the tourism sector because in tourist attractions there are many foreign visitors such as in Yogyakarta.

Yogyakarta is one of the major cities in Indonesia which is a tourist destination by the visitors (Roostika, 2012). Yogyakarta is known as a city

that is thick with a culture that has a variety of tourist attractions ranging from historic sites, places for recreation and education, and nature tourism. Taken from the statistics of *Dinas Pariwisata Yogyakarta* in 2018, the city has a total of 26,515,788 visitors with details of 600,102 foreign visitors and 25,915,686 local visitors. Also known as the city of students, Yogyakarta has tourist attractions located in the center city of Yogyakarta which is a place for recreation and education in one location and also the science center of Yogyakarta, it is Taman Pintar Yogyakarta.

As a science center and recreation place in Yogyakarta, Taman Pintar Yogyakarta is often visited by local tourists and foreign visitors. Not only foreign visitors who want to holiday in Taman Pintar Yogyakarta, but also foreign guests also come to do study visit and work together for events. Therefore, interpreting activities in Taman Pintar Yogyakarta are often used. Interpreting is usually used by some workers who can speak English and can deliver messages both to their colleagues and to foreign visitors. Interpreting is also used when there is an event held by Taman Pintar Yogyakarta that involves foreign guests and local guests.

The writer decided to do an internship at Taman Pintar Yogyakarta because Taman Pintar Yogyakarta is a science center that is often visited by foreign visitors. Taman Pintar Yogyakarta also has many events in collaboration with foreign guests.

The writer was interested in discussing interpreting conducted at Taman Pintar Yogyakarta to find out the methods, problems and strategies used while

handling foreign visitors. So the writer observed “INTERPRETING METHODS, PROBLEMS, AND STRATEGIES USED BY THE PUBLIC RELATIONS STAFF IN HANDLING FOREIGN VISITORS AT TAMAN PINTAR YOGYAKARTA”.

## **1.2 Statement of Problems**

1.2.1 What were the interpreting methods mostly used by Public Relations staff in Taman Pintar Yogyakarta?

1.2.2 What were interpreting problems faced by Public Relations staff in Taman Pintar while handling foreign visitors?

1.2.3 What were the interpreting strategies for avoiding misinterpretation used by Public Relations staff at Taman Pintar Yogyakarta?

## **1.3 Purpose of the Final Report**

1.3.1 To discover the interpreting methods used by Public Relations staff in communicating with foreign visitors at Taman Pintar Yogyakarta.

1.3.2 To discover the interpreting problems faced by Public Relations staff in Taman Pintar Yogyakarta.

1.3.4 To discover the interpreting strategies for avoiding misinterpretation used by Public Relations staff at Taman Pintar Yogyakarta.



## **1.4 Significance of the Report**

### **1.4.1 For the writer**

The writer can implement interpreting skills and also communicate in English with foreign visitors and the writer can also implement the knowledge that has been taught before. Writer can also find out how to communicate correctly and also becomes a good interpreter for foreign visitors.

### **1.4.2 For the alma mater**

This internship can help for maintaining and improving relationship with Taman Pintar Yogyakarta and also improving the quality of Universitas Airlangga students.

### **1.4.3 For the company institution**

This final report can be a reference to improve the interpreting skills of Taman Pintar Yogyakarta staffs, and it can be used as a reference for Taman Pintar Yogyakarta to evaluate English ability of their staffs.

### **1.4.4 For the other interns**

This final report can be used as a reference for information and can add more knowledge to the other interns especially in interpreting subject.

## **1.5 Review of Related Literature**

Interpreting is explaining through words or actions from a knowledge or thought from you to others (Sunarto, 2019, p.97). According to Mobit (2014), interpreting is a process of translation that is done orally so that the listener or

receiver can immediately catch and understand the purpose of the words conveyed by the speaker. It can be concluded that interpreting is a process of oral translation that conveys a thought or idea so that the listener can understand the meaning conveyed by the speaker. Interpreting methods are also considered based on their needs. In interpreting interpreters can also face problems when carrying out interpreting activities. Therefore the strategy is very important to minimize the problems that occur.

### **1.5.1 Methods of Interpreting**

#### **1.5.1.1 Simultaneous Interpreting**

According to Nababan (2014) simultaneous interpreting is an interpreting which is usually used in conferences and carried out almost no pause between the delivery of words and interpretations and interpreters do not have time to write notes. In this method the interpreter does not have time to take notes and usually the interpreter conveys the message simultaneously with the speaker.

#### **1.5.1.2 Consecutive Interpreting**

Consecutive interpreting is interpreting that is done without supporting equipment and is done by recording, remembering or waiting for the speaker to finish speaking, and the interpreter can convey or translate the message from the speaker (Prasetyani, 2017). So in this case the interpreter is given a time lag record the message during the interpretation process and the interpreter can ask questions to the speaker.

### **1.5.1.3 Whispering**

According to Nababan (2014), whispering is a message delivered by interpreter to the recipient. In this method the interpreter usually whispers the message directly through the recipient's ear.

## **1.5.2 Interpreting Problems**

According to Racoma (2017) and Seleskovitch (1978), several problems might occur in interpreting activities. Those are Inability to hear the speaker and Inscrutability of language.

### **1.5.2.1 Inability to hear the speaker**

According to Racoma (2017), inability to hear the speaker can occur due to the low volume of the speaker's voice so that the interpreter cannot hear the speaker and can also occur due to poor interpretation tools. In this case, inability to hear the speaker is a problem that is often faced by interpreters because interpreters cannot adjust the speaker interpretation tool and also the speaker volume.

### **1.5.2.2 Inscrutability of language**

Inscrutability of language usually known by the translator's ignorance of the speech delivered (Seleskovitch, 1978). This problem usually arises due to lack of understanding of words or vocabulary so interpreters are unable to convey or receive messages. From this problem it can cause problems in interpretation is usually called a misinterpretation. Misinterpretation is also called the wrong action in interpreting something.

### **1.5.3 Interpreting Strategies**

According to Tryuk (2010) interpreting strategies is interpreter behaviour or actions that enable them to make this complex mental effort that comes from listening and speaking simultaneously when the two sources of text are only delivered once, with no rules for listening again. Summarized in Li (2015) Anticipation, Summarizing, Skipping, and Personal Involvement are interpreting strategies that can be done to overcome the problems that occur in interpreting activities

#### **1.5.3.1 Anticipation**

Anticipation means the interpreter predicts the received text and produces the target text part before it is said by the speaker based on linguistic cues (Li, 2015). This means that the interpreter anticipates the incoming text and produces the target text before it.

#### **1.5.3.2 Summarizing**

According to Herbert, summarizing or as known as condensation is the strategy done by the interpreter by summarizing the source of the text and the interpreter must speak more concisely than the speaker (as cited in Tryuk, 2010) . In this strategy interpreters must also be selective in processing words so they can be summarized effectively and articulated.

#### **1.5.3.3 Skipping**

Performed by interpreters who have difficulty in interpreting is usually done by erasing words or expressions that are excessive repetition, or



words that are not important and cannot be understood, elements that cannot be translated, and a standard that cannot be accepted by the target (Li, 2015). This strategy shows that the interpreter can eliminate some words that are difficult or not important to say.

#### **1.5.3.4 Personal Involvement**

Summarized in Hokkanen (2017) personal involvement is needed by the role of an interpreter because personal involvement shows expression in delivery. In this strategy interpreters usually play an active role by showing expressions such as surprise, agree, disagree and others.

There are also strategies that interpreters must master in order to be able to convince the speaker and receiver. According to Morin (2005) there are also strategies that must be mastered by interpreters those are the interpreter must make eye contact with the speaker or the listener, the interpreter must convey the message clearly and confidently, the position of the interpreter must be close to the speaker so that the interpreter can easily get the message, the interpreter must convey the message as is, and the interpreter must include the same intonation and expression with the speaker. These strategies are intended so that the recipient can receive messages easily and also minimize misinterpretation and support the previous strategy.

## 1.6 Methods of the Report

### 1.6.1 Location and Participant

The writer conducted the study case from two staffs in Taman Pintar Yogyakarta. The writer also asked to the staffs to get permission so the writer can collect the data and input their data to the study. In here the writer used *Bahasa* while interviewing the staffs.

### 1.6.2 Data Collection

In carrying out this study case, the writer used these instruments below:

#### 1.6.2.1 Semi-structured Interview

The writer did a semi-structured interview to figure out how interpreting methods used by Public Relations staffs in Taman Pintar, to know problems that frequently faced by Public Relations staff, and also to know what strategies used for avoiding misinterpretation. It was a semi-structured interview with questions as follows:

- a. *Metode apa yang biasanya Bapak aplikasikan saat menjadi seorang interpreter di Taman Pintar?* (What interpreting method did you usually apply when you were an interpreter in Taman Pintar?)
- b. *Masalah apa yang sering dihadapi interpreter saat menangani tamu dari luar negeri di Taman Pintar?* (What problems usually faced by the interpreter while handling foreign visitors in Taman Pintar?)

- c. *Strategi apa yang biasanya Bapak gunakan agar tidak terjadi misinterpretation? (What strategies do you usually use to avoid misinterpretation?)*

### 1.6.2.2 Observation

The writer did observation to know how interpreting methods, interpreting problems, and interpreting strategies which were found in Taman Pintar. The writer transcribed the interpreting activities that show about the interpreting methods, interpreting problems, and interpreting strategies.

### 1.6.2.3 Data Analysis

In terms of data analysis, the writer used interview and observation that done during the internship in Taman Pintar Yogyakarta to answer the statement of problems.

Units of Analysis	Data Collection Techniques
The way of the public relation staffs in Taman Pintar applying interpreting methods while handling foreign visitors.	Semi-structured interview (transcript)
The problems usually faced by public relation staff.	Observation (transcript)
The strategies used by public relation in Taman Pintar for avoiding misinterpretation.	Observation (transcript)

Table 1 Data Analysis

According to the table above, the writer analyzed the data from each instruments based on the statements of problems that are interpreting methods that applied, problems faced by the interpreter, and strategies used to avoid misinterpretation. The writer combined from each data to answer the statement of problems.

### 1.7 Framework of the Report

