

CHAPTER 1

INTRODUCTION

1.1. Background of the Report

Social networking has become increasingly important in people's lives. Social networking has been inextricably connected to people. Social media is a type of social networking that allows people to create and exchange knowledge, thoughts, professional interests, and other expressions. Instagram is one of the most widely used social media platforms. According to Costill (2014), there are already 150 million people using Instagram. Nobody, including children, adolescents, adults, and even parents, does not have an Instagram account. Instagram is the most well-known social media platform that allows users to post images or videos and write captions for them, which other users can see and comment on. The ability for users to upload images and create captions on Instagram is what attracts them to use it.

Caption is a collection of sentences used to explain the images and to communicate with the user's purpose. On Instagram, captions grow in length as users seek to convey information or messages about how they are feeling and acting. Captioning has been referred to as the language of feeling. According to Sugiarto (2016), 22-23 million people, or around 83 percent of the total population aged 24-25, used the internet, with tertiary students being the most active users. Tertiary students have extremely high expectations for expressing their thoughts or feelings, attracting others' attention, demonstrating their activities, or extending

certain knowledge. As a result, tertiary students have become the most popular Instagram users. Users, especially tertiary users, try to communicate with others via captions.

Captions have such sway over the audience that they can even alter how people interpret what is being read. When discussing promotions or discounts, captions, for example, help in clarifying details and encouraging viewers to join in the promotion. Even on a personal level, whether you're a funny person or someone with a lot of experiences, captions will help you build your personal brand. The caption should be translated into English to make it easier for all to understand the content of the caption. Not everybody who reads the Instagram caption is Indonesian, either.

Translation, according to Foster (1958), is the process of transferring the content of a document from the source language to the target language. The source language (SL) is the one that will be translated, while the target language (TL) is the one that will be translated into or arrived at (TL). Both the source and target languages must be well-understood by the translator. Savory, (1968) stated that translation can never be perfect, and it cannot be accepted without critical thinking.

At PT. Sumber Cipta Multiniaga, I was asked to be a part of promotion team. The responsibilities of promotion team are promoting about events held, promoting events places, translating Instagram caption, and promoting another activity on social media. Writing captions is important because writing captions on Instagram can make it easier for readers to immediately understand the content of feeds that have been posted on Instagram. Writing a caption does not need to be

long because the average Instagram user are a timeline scroll, it is enough with clear and brief information.

I conducted my internship at PT. Sumber Cipta Multiniaga as Account Management and Translating Caption. I choose PT. Sumber Cipta Multiniaga as my internship place because I assume that not everyone who reads Instagram is Indonesian. So, I took initiative to translate it into English. I became interested in knowing whether the translation process of Instagram caption has certain methods and strategies. The translation methods and strategies are important element in the translation process. PT. Sumber Cipta Multiniaga also active on their Youtube Channel with several programs such as Lensa Community Surabaya, Jalan Keluar Surabaya, Uprise Surabaya, Bold Riders Surabaya, LA Zone Surabaya, and so on. The target audience of this program is teenagers. I would to write a good final report about “Methods and Strategies in translating Instagram caption in PT. Sumber Cipta Multiniaga“..

1.2. Statements of the Problem

1. What methods were used in translating Instagram caption in PT. Sumber Cipta Multiniaga?
2. What strategies were used in translating Instagram caption in PT. Sumber Cipta Multiniaga?

1.3. Limitation of the Report

1. Data Collection. The writer only used 5 captions to translate because of the short time of the internship, which was only two months, and also the writer was not required to create an English caption.
2. Access to data. The writer had limitation access the data because the writer internship place didn't ask to write English caption so the writer have to initiate to translate by self.
3. Method. Due the pandemic situation, the writer did not have opportunity to interview her supervisor so that she used observation and theories methods from source feeds Instagram to analyze her translation.

1.4 Objectives of the Report

1. To find out the methods used to translate Instagram caption in PT. Sumber Cipta Multiniaga.
2. To find out the strategies used to translate Instagram caption in PT. Sumber Cipta Multiniaga.

1.5. Significance of the Report

1.5.1 The final report is expected to be beneficial for the writer in;

- a. Developing the writer's writing skill in writing report.
- b. Gaining more knowledge and information about advertising.
- c. Developing the writer's experience and comprehension in real-word work.

1.5.2 The final report is expected to be beneficial for the English Diploma Program in;

- a. Establishing good cooperative relationship between Universitas Airlangga and PT. Sumber Cipta Multiniaga, Surabaya.
- b. Exploring and applying Airlangga University student's ability in translating from source language to target language.
- c. Improving the quality of Airlangga University students.

1.5.3 The final report is expected to be beneficial for Company/Institution ;

- a. Having innovations for new contents..
- b. Improving the quality of PT. Sumber Cipta Multiniaga in translating and delivering successful communication with participants.
- c. Evaluating the staffs in PT. Sumber Cipta Multiniaga.

1.5.4 The final report is expected to be beneficial for other interns in;

- a. Gaining other interns knowledge about translating.
- b. Creating a reference material for other interns.