

# CHAPTER 1

## INTRODUCTION

### 1.1. Background of the Report

According to Katz (2003), advertisement is a very essential element on a company because it can transfer information or offer to the company's potential customers. Advertisement can be visualized in various type of media, such as brochure, billboard, newspaper, magazine, audio and video. Katz (2003) stated that although the company published their advertisement in various media at the same time, but each media transferred the message in different approach. Catford (1965) stated that translation is an action or process executed on a text in a language for a text in another language. Advertising and translation is a perfect combination for a company to promote its services, especially, domestic companies who have connections with multinational companies. Translation can support the company's advertising to gain potential customers with different backgrounds.

In a nutshell, translation is a process of delivering message from a language to another language over oral or written materials. The target language of translation usually depends on the how often the language is used by foreigner. Therefore, translating into English is important because English already became international language for communication. Every country has its own language and cultures. These factors will become obstacles for foreigner to understand the advertisement purposes or messages. Consequently, translating advertisement into English will

rise communication efficiency of the advertisement to large scale audiences from around the globe.

In logistic services, customers came from different backgrounds and sometimes they were from overseas. Logistic companies will become a bridge to connect the customers or the senders with the receivers of the package. Thus, a translated advertisement will help company to promote their services easier because the advertisement is not only written in its native language but also written in English. The translated advertisement will reach more potential customers, especially overseas. According to Gelchsheimer (as cited in Nielsen, 2001), a company brochure is a printed publication which provides company's business, products, services, location, history, testimonial, etc. A company brochure can be interpreted as a marketing element of a company. Hence, the company brochure is a significant part of the company because it becomes a representative of the company to the public.

The writer conducted the internship program in PT. Raya Karya Transport for two months period. PT. Raya Karya Transport is one of Indonesian logistic services who focused in land transportation. There are two divisions in PT. Raya Karya Transport, they are chemical division and material division. Chemical division is focused on transport liquid chemicals. Meanwhile, material division is focused on transport materials and finish goods. In PT. Raya Karya Transport, the writer was given a position as staff of Stock and Warehouse Division. This division has responsibility to audit and manage the purchase and usage. In this division, the writer was assigned to be an auditor. He had responsibility to manage the weekly

data from the warehouse. The challenge is the writer's responsibility was too far from his competency. He had to learn about data management on the first week with his supervisor. Fortunately, his supervisor was very communicative. She gave the direction over the online conversation.

Besides, the writer had to find something that correlated with English to his final report topic. He asked to his supervisor and the writer found that PT. Raya Karya Transport does not provide any English translated brochure at the moment. They only have brochure in Bahasa Indonesia. During translating the brochure, the writer found some challenge such as structure of Bahasa Indonesia was different with structure of English and some unfamiliar word in Bahasa Indonesia. Hence, the writer interested to translate it into English and make a report about "The Implementation of Translation Methods and Strategies in Translating Company's Brochure of PT. Raya Karya Transport".

## **1.2. Statements of the Problems**

There are two problems in this report as follows.

- a. What were the methods used in translating a company's brochure of PT. Raya Karya Transport?
- b. What were the strategies used in translating a company's brochure of PT. Raya Karya Transport?

### **1.3. Limitation of the Report**

1. Sample size/sample bias. The writer only used one brochure of PT. Raya Karya Transport because there was only one brochure that existed in the company.
2. Access to data. It was very difficult to get the data of the observation because the writer conducted the online internship due to the pandemic. All the data and observation were obtained over the writer's supervisor.
3. Lack of time. The writer has limitation of the time from the final report advisor to get the topic and data. Therefore, the writer's final report advisor gave the time until the first week of March.

### **1.4. Objectives of the Report**

The purposes of the report in the internship are in the following.

- a. To discover translation methods which were applied in translating brochure of PT. Raya Karya Transport.
- b. To determine translation strategies which were used in translating brochure of PT. Raya Karya Transport.

### **1.5. Significance of the Report**

#### **1.5.1. For the writer**

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

- a. Applying the courses that have been learned in the class.
- b. Gaining more knowledge in accounting and data management.

- c. Experiencing the professional world outside the class and observing the work environment.

### **1.5.2. For the alma mater**

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

- a. Building relationship possibilities between PT. Raya Karya Transport and English Diploma Program.
- b. Helping other students in gaining knowledge about how to provide well translation to the company.
- c. Sharing the writer's experience in work environment to the other students so that they will be prepared for their internship in the future.

### **1.5.3. For the company or institution**

The final report is expected to be beneficial for the PT. Raya Karya Transport in;

- a. Introducing the PT. Raya Karya Transport to other students.
- b. Using this as a guideline for PT. Raya Karya Transport to make another bilingual documentation in the future.