

# CHAPTER 1

## INTRODUCTION

### 1.1. Background of the Report

Hard news is typically used to topic of the day that is emphasizes timely manner, important, and consequential (Egglestone, 2009). It is very serious news such as military affairs, disaster, government announcement action, accident, and international events. According to Ban and Noh (2018), hard news is a news that is reported as possible for a deadline in the next day's paper. They keep the readers updated, they are often considered "real news". Along with the development of information and communication technology, it is easier for people to access news. Many news sites have sprung up on the internet that provide news. The citizens have an easier time accessing news, and the news sites will be increasingly recognized and trusted by the public as their source of information, even beating newspapers. With the influence of globalization, international news has become an information necessity for the public which is as important as national news. The hottest issues from abroad, such as events, incidents and activities of other national figures, are information that Indonesians always want to know. Not only popular and important news, hard news is also often hunted by the public because the news is real time so that the public will be continuously updated.

International hard news is built on the results of the coverage of journalists assigned to foreign countries, especially covering news of a state nature (Bassnett, 2009). However, not every opportunity this can be done by news agencies in Indonesia. Therefore, they often translate foreign news texts from various source languages into Indonesian for the readers. The news is usually obtained from foreign news sites, including CNN, BBC, VOA, New York Times, etc. Therefore,

translating news from English to Indonesian involves the work of a news translator. The translator must pay attention to the language style and presentation method that is not much different from domestic news. This shows that the news translation is of quality. In addition, news agencies also have a distinctive language style in delivering their news.

Translation is an activity to transfer messages from the source language into the target language (Polunovsky, Hershey, & Sonenberg, 2013). For the good result of translation there is a process in the translator's brain so that he is able to produce a translation. This process is called the translation process. In the translation process, a translator must be able to express words from the source language into sentences according to the intended target language because often terms from the source language do not have equivalent words in the target language (Hatim & Munday, 2013). In general, when translating news, a translator uses the free translation method. Free translation prioritizes text content at the expense of sentence form so that TL can be longer or shorter than SL (Polunovsky, Hershey, & Sonenberg, 2013). This method tends to be used when translating headlines and news content, which information may be added or removed, depending on the policies of each news agency.

New Malang Pos is a newspaper circulating in Malang Raya. However, New Malang Pos also offers uncountable news in around the world which is posted in international rubrics and many others. There are many rubrics in New Malang Pos, such as *Kota Malang*, *Kabupaten Malang*, *BatuAgrowisata*, *Pendidikan*, *Olahraga*, *TurnBackCrime*, *Bisnis*, *Idea*, *Gaya Hidup*, *Selebrita*, *JawaTimur*, *Indonesia One*, *Internasional*. All of the news in New Malang Pos newspaper or website is in Bahasa Indonesia. As New Malang Pos uses Bahasa Indonesia both in newspaper or website, journalists whose job is to find international news need to translate foreign source news from English (SL) to Bahasa Indonesia (TL). Without translating them into Bahasa Indonesia, the

message will not be understood by Indonesian reader, especially Malang citizens, meaning that there will be a communication barrier. On the other hand, translation, which makes it possible for people to have access to information in their own language.

To prevent communication barrier, the writer, who worked as an intern translator, was urged to translate every foreign hard news from target language to source language during her internship. The writer is targeted to submit at least five news in a work time starting from 9 a.m. to 3 p.m. In conclusion, the writer was interested in discussing “*An Analysis of Managing Quality an English—Indonesian Of International Hard News in New Malang Pos*”

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

- a. What methods were applied to translate English International hard news into Indonesian news using machine translation “Google translate”?
- b. What strategies were used to find the equivalent of words according to the company style using machine translation “Google translate”?

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

1. In this case, the writer could not analyze all of the article she makes during the internship since it will take a lot of time. The writer may produce 5 to 8 International hard news articles per day including running news for 3 months. So, the writer decided to analyzed 5 best international hard news in this final project which is uploaded in website and accepted by redactor in order to be focused on analyzing strategies and methods applied in translating hard news and purpose of maintain the best score.
2. The writer cannot to collect all of the data for the report inasmuch as there are lots of international news article uploaded in New Malang Pos website. Hence, the writer decides to choose International hard news to be analyzed because the writer has an interest in

conveying information to readers quickly, precisely, accurately and straightforwardly (direct and straightforward)

3. The writer decided to use qualitative method because those are the only available data. Sources of data are through interviews, observations, and photos. Primary data sources are data taken directly by the writer to the supervisor without any intermediaries with how to dig the original source directly through the supervisor. Secondary data sources were obtained through documentation with the help of print and internet media.

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

- a. To discover the methods in translating English international hard news into Indonesian news worthy
- b. To discover the strategies of finding equivalent of words according to the company style as a journalist

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

1.5.1 The report may bring significance to the writer as she able to

- a. Getting knowledge about the method of translating international hard news
- b. Developing her writing and translation skill
- c. Implementing the skill in writing and translation which has been taught previously

1.5.2 The alma mater may also get benefits in

- a. Maintaining and improving relationship with PT. Malang Pos Siber
- b. Sharing the writer's experience to the other student so that they will be prepared for their internship
- c. Exploring and applying the ability from Universitas Airlangga in translation field

1.5.3 The company would obtain the benefit as

- a. The company has influenced interns how to work in media company like
- b. The writer's work can be published so as to help provide content on the development of the main news especially on the website

1.5.4 The report would bring any benefits to other interns as they are able to

- a. Increase the journalistic translation skill
- b. Prepare themselves if they work as journalist
- c. Giving insight on how to make hard news from International English sources and translate them into Bahasa Indonesia
- d. Urging them to find ways in writing hard news by themselves.

