

# CHAPTER 1

## INTRODUCTION

### 1.1 Background of the Report

International news covers worldwide newsworthy issues such as the hierarchy of influential nations, social sympathies, international trades, and sensational information (Chang et al., 1987). In Indonesia, the international news category ranked in the second place of public news interest after the national news (Suciska & Gunawibawa 2020). This claim actively demonstrates that international updates are attractive and fascinating issues for Indonesian.

Meanwhile, international infotainment provides information as well as amusement as its content. It covers sensational content focusing on worldwide public figure issues or achievements and any worldwide incident based on public interest (Prior, 2003). According to Suciska and Gunawibawa (2020), infotainment ranked as the second most desired content for digital natives and digital settlers. As it is desirable content for all types of online news readers, Infotainment is frequently loaded by the media industry to gain web traffic and engagement.

Although the internet allows people to easily access international updates in real-time, there is a language barrier to absorbing international infotainment. Therefore, News translation is a way to overcome the language barrier between the reader and the information provider (Rahmadanto, 2020). Besides, the news translation help accelerates the worldwide information in a straightforward way to the non-English native effectively (Bielsa & Bassnett, 2009).

As one of the local news media in Malang Raya, New Malang Pos offers printed newspapers and free online articles posted on its online website, newmalangpos.id. New Malang Pos affords several rubrics in the company's online website, such as; *International*, *Pendidikan (Education)*, *Bisnis (Business)*, *Idea (Reader's Opinion)*, *Gaya Hidup (Lifestyle)*, *Selebrita (Celebrity)*, *Jawa Timur (Local News of East Java Province)*, *Teknologi (Technology)*, and *Indonesia One (National news)*.

As an intern content writer, the writer was responsible for translating international articles written in English from several online website platforms into Indonesian. However, the writer found out that translating infotainment is quite challenging since the style and diction in translating infotainment articles are various and prioritize using sensationalism. Besides, the company also gain more web traffic when uploading infotainment compared to the hard news. Moreover, the writer had to follow the company cloak style to fulfill the company standard in producing translation news. To sum up, the writer applies several translation strategies from any sources and applied writing criteria in the company. In doing so, the writer intends to write a report entitled "Strategies of Translation and Criteria of Writing International Infotainment In New Malang Pos."

## **1.2 Statement of the Problems**

1. What were strategies applied in translating the international infotainment article uploaded on New Malang Pos website?

2. How did the writer write a translation infotainment article on New Malang Pos website?

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

1. Sample Bias: The samples that the writer provided may be various since she was supervised by three company supervisors. Even though the supervisors followed the company publishing standard, every supervisor came up with various diction suggestions and language styles to translate international articles into Indonesian.
2. Lack of Time: The writers could not collect and gain all of the information about translating international entertainment news due to time limitations.

### **1.4 Objective of the Report**

1. To discover what strategies were applied in translating international infotainment articles uploaded on New Malang Pos website.
2. To discover how the writer write a translation infotainment article on New Malang Pos website.

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

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

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

1. Gaining more knowledge in translating and compiling international infotainment news, particularly translating English news articles into Indonesian in New Malang Pos.

2. Experiencing the world of compiling news articles from several English trusted sources and how to give the news credit.
3. Applying the courses that have been learned in translation class during the internship.

### **1.5.2 For the Alma mater**

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

1. Building relationship possibilities between New Malang Pos and English Diploma Program.
2. Sharing the writer's experiences and knowledge about how a news article is eligible and how to rewrite a news article based on trusted sources
3. Helping other students gain knowledge about the eligibility criteria of an uploaded news article and the translation strategies of international entertainment news article in New Malang Pos

### **1.5.3 For the institutions**

The final report is expected to be beneficial for New Malang Pos in;

1. Introducing the process of translating English – Indonesian entertainment news articles to other students based on trusted sources.
2. Maintaining the quality of English – Indonesian translation entertainment news articles and stay updated with the worldwide latest issues.

3. Using this report as a reference for the new interns or employees to learn how to write a qualified international entertainment news article.

#### **1.5.4 For other interns**

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

1. Using this report as a reference and helping them in doing English to Indonesian translation
2. Giving insight on how to compile and edit the latest issues and the trending news in Indonesian in order to adjust New Malang Pos posting standard
3. Encouraging the interns to find ways in the online media mass industry