

CHAPTER 1

INTRODUCTION

1.1. Background of the Report

Language plays a vital role in our lives. A language is a medium that people use to communicate ideas (Tenriawali & Umanailo, 2021). Almost all technological advances in the age of globalization necessitate the use of a language. One of the technological advances which quite related to language is an online media platform that provides some pictures with a short piece of text that appears under it which describes or illustrates what the purpose of the picture or it commonly mentions as a caption of the pictures. According to Isnaini, Faizah, & Charlina (2017), a caption comes from English which means a short description, heading, or title that introduces or identifies a document, image, photograph, or table. It is mainly composed of additional details that can be found in the images or photos which usually found underneath the picture. The caption aims to provide additional detail to readers or viewers which are not included in the images or videos.

Companies who want to reach out to potential customers must extend into new countries and develop strategies that work in every market. The efficiency of promotional activities has resulted in the spread of marketing worldwide using English in some form. Although some countries do not use English as their primary language for daily conversations, English presence cannot be denied. Furthermore, this is where the English languages play a role. As a global

language, English holds the ability to unite people from all parts of the world. As a result, being able to communicate effectively in English is essential in the media. Even if they do not speak the same language, media writing will help to bring people from all over the world together.

In this era, there are many methods of marketing which use globally, for instance, inbound marketing, content marketing, and social media marketing. Shamsi & Khan (2018) stated that marketing strategies have a strong connection to customer impulse purchases. Social media take an important part as one of the marketing methods. The goal of social media marketing is to provide users with relevant content that they want to share through their social networks, resulting in increased exposure and traffic. A significant number of social media marketing programs focus on producing content that attracts interest and invites readers to share it with their social networks (Anjum, 2011). Social media marketing is considered effective because it reduces marketing spending while increasing lead generation provides metrics that give companies additional marketplace insight, and “Humanizes” brands and encourages conversions. Arenas-Gaitan, Rondan-Cataluna, & Ramirez-Correa (2018) stated, in comparison to conventional marketing platforms such as television, print, and radio ads, consumers are investing more time on social media, it is easier to target small groups of consumers on social media, and it usually costly. A feature that is often found on every social media platform is the addition of photos and captions.

There are many sellers of goods or services that carry out their marketing activities through social media platforms. Obviously, a caption takes a very

important role since it is an explanatory sentence for the image or video being promoted. Customers might be more willing to purchase the goods if the captions are written simple, understandable, and catchy. Sellers who market their products overseas must create captions in English so that everyone can understand about message from the caption. The translation is a tough thing since the context of the source language must be accurately communicated to the target language readers. According to Mushangwe (2014), it is important for a translator to convey the meaning of the source language in a clear and comprehensive manner while transferring the message. Before translating the caption for social media promotion, the translator should understand the methods that can be used and the difficulties encountered to create a correct and interesting translation.

PT. Cipta Amanah is a company engaged in garment production located in Surabaya, Indonesia. This company produces clothes with various choices of models and prices. PT. Cipta Amanah focuses more on producing and selling Muslim fashion. Muslim fashion has quite a lot of enthusiasts both regionally and abroad. Melewar & Alwi (2018) reports that global Muslim consumer clothing spending could reach \$230 billion in 2014, increasing by 11% of worldwide expenditure and growing at a rate of 3.8% over the previous year. PT. Cipta Amanah also selling its products both locally and globally in order to fulfill high market demand. However, the company also needs to promote its products. Hence, promotional activities are carried out in two languages, with Indonesian for the domestic target market and English for the global target market, so the caption must be translated from Indonesia to English. The writer position at PT.

Cipta Amanah is a marketing staff who focused on social media marketing. Her main job is to translate the available caption from source language to target language.

The writer can take advantage of this opportunity to implement the knowledge learned in the college. The writer decided to do an internship at PT. Cipta Amanah since the company requires people who have good skills in English-Indonesian translation to run its company. Besides, it also gives her new knowledge regarding to promotional activities since it is related to her translation task. This internship program aims to increase insight and experience for the writer in the working atmosphere which related to English. As the result of the internship program within two months, the writer was interested in making a final report with the title "Methods and Challenges of Translating Caption for Garments Promotion in PT. Cipta Amanah".

1.2. Statements of the Problems

There are two problems in this report as follows.

- a. What methods of translation were used to translate a caption for social media promotion in PT. Cipta Amanah?
- b. What challenges were found in translating a caption for social media promotion in PT. Cipta Amanah?

1.3. Limitation of the Report

1. Methods. Due to various kinds of promotional targets and depends on the platforms were use, the writer had to do observations to make an interesting

and correct translation of the caption. Observation is the most applicable method since the writer cannot conduct interviews and questionnaires because of the limited human resources available in this company.

2. Lack of time. The duration of the internship program was based on the course credits which only took two months. It is a quite short period to gain all the data as the research for this final report.
3. Data Collection. The writer could not go through all of the resources every time to collect all of the data for the writer research because captions are only made when they had new products or the marketing team have to chase the selling targets, while the writer did an internship when the company more focused on exhibition activities.

1.4. Objectives of the Report

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

- a. To discover methods of translation which were used to translate caption for social media promotion from Indonesian to English in PT. Cipta Amanah.
- b. To unveil the challenges found in translating caption for social media promotion in PT. Cipta Amanah.

1.5. Significance of the Report

1.5.1. For the writer

This final report is beneficial for the writer in:

- a. Implementing of skill in translation which has been taught in the course of English Diploma Universitas Airlangga.

- b. Getting a lot of knowledge as a staff in a company which is PT. Cipta Amanah.
- c. Making new connection with other people outside the campus especially the oldest from a company.

1.5.2. For the alma mater

- a. Improving the quality of English Diploma Universitas Airlangga students by taking an internship.
- b. Maintaining the networking between English Diploma Universitas Airlangga and PT. Cipta Amanah.

1.5.3. For the company/ institution

- a. Improving the quality of translating caption for gaments promotion which managed by PT. Cipta Amanah.
- b. Providing new knowledge for employees in PT. Cipta Amanah regarding the usage of translation methods in caption for the promotion content.
- c. Establishing good relationship between PT. Cipta Amanah and Universitas Airlangga.

1.5.4. For other interns

- a. Motivating the other interns to take internship in other company.
- b. Sharing new knowledge, ideas, opinion related to English translation skill or any other English skill.