CHAPTER I

INTRODUCTION

1.1. BACKGROUND OF THE STUDY

In the modern world, it is important to be well informed. Success in many fields may depend on getting the latest information. The need of information encourages people to seek facilities and communication media. One of the facilities needed is mass media, and newspaper is one thing included.

For its wide and various segments of readers, newspaper should balance the approximate intellectual rate of the readers. This is important because as a printed mass media, the communication process of newspaper takes place in a one-way traffic communication and newspaper has a delayed feedback. Direct feedback from the readers to the message sender is relatively difficult. It means that the readers cannot, directly, ask or argue the news. In fact, as stated by Wilbur Schramm, an effective and successful communication happens only when the audience, in this case the readers, can understand the message by using their background knowledge and their collection of experience and meanings (Warren K. Agee 1974:101). Of course then, journalists must use the language – tool of message transmitting – appropriately.

Language and words are the tools of journalists. Yet, journalists use words daily that many readers do not understand. The language of the journalists

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may not always be the language of the readers. Language and words must be used with a high degree of precision if they are to do their job adequately. Language is said to be the basic constraint on the communication intended for a largely undifferentiated readers and it can be a formidable barrier to effective communication (Maxwell E.McCombs 1987:18). However the daily press gives many examples indicating that little consideration has been given to the constraint of language.

Good use of language is more than good spelling, syntax and reasonable conformity to the semantics of the language, although those skills *do* contribute to readers' understanding. Good use of language includes considerations of the language skills of the readers, as well as those of readers' backgrounds and experience. It is concerned with what readers will understand a message to mean or whether they will understand at all (Maxwell E. McCombs 1987:22). The readers' level of comprehension thus imposes the major constraint on the journalist's use of language or words. In view of this, Onong Uchjana Effendi in *Ilmu, Teori dan Filsafat Komunikasi* (1993:39) mentioned some factors which influence the readers' ability in comprehending a message:

1. Interest and motivation of the readers.

2. The legibility of the prints and any other illustration. Legibility refers to the physical performance of a text e.g. typography, layout, margin, spacing and any of the physical size.

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3. The complexity of words and sentences in relation to the reading ability of the readers.

News writers are more likely to communicate with their audiences –in this case the readers– when they avoid jargons or technical terms and resort to common, conversational words (Maxwell E. McCombs 1987: 19). One of the newspapers that usually use jargons is **KOMPAS**, particularly in the *"Bisnis dan Investasi"* Column. However, the use of business and economic jargons in *"Bisnis dan Investasi"* Column of **KOMPAS** daily newspapers is unavoidable because their usage is appropriate and necessary in such specific articles about business and economic matters. One good example of the necessity of the use of those jargons can be seen from the following sentences taken from *"Bisnis dan Investasi"* Column of **KOMPAS** daily newspapers dated October 6th 2000:

Prekondisi lain yang belum dipenuhi:

1. ketidaklengkapan *debtor's consent and acknowledgment*

2. penyelesaian sisa *settlement* BDNI

From the example above, it is apparent that the retaining of those English vocabulary items is needed to maintain the original ideas of the message. Besides, by using those business and economic terms, **KOMPAS** daily newspapers as a mass media has served one of its functions, namely educational function. On this matter, Rhenald Kasali in *Manajemen*

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Periklanan: Teori dan Aplikasinya di Indonesia (1993:105) stated that the use of various jargons or technical terms in **KOMPAS** daily newspapers is in accordance with its status as one of *High Brow Newspapers*, i.e. newspapers with the following characteristics:

1. The readers are knowledgeable persons having adequate background knowledge to comprehend the various technical terms and logics contained in the writing.

2. The news is presented chronologically.

3. The newspapers do not use many pictures or illustrations.

4. Political and economic news acquire a great proportion.

The jargon usage can raise problem in communication process because not all readers understand those technical, complicated words. For some people, there might be no problem concerning the use of jargons but newspapers as a mass media is aimed at various members of the social system. Translation, then, become the alternative available to facilitate the message transmitting. It may increase the readers' level of comprehension towards the message in the articles, realizing that jargon might be unfamiliar to most readers and they seldom contain clues to their special meanings.

Translation, as stated by Nida in *Toward A science of Translation* (1964:12), is transferring a source language (SL) message into a target language (TL) in such a way that the receptor's comprehension of translated message will be the same as that of the original receptor of the source

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language (SL) message. Nida also stated that translation consists of reproducing the closest natural equivalent of the SL message, first in terms of meaning and second in terms of style.

Translation is aimed at providing a semantic equivalence between one language to another. In view of this, Larson (Sudijah 1994:1) says that in the process of translation, it is the meaning that is transferred into another language. In translation process, there are basically three stages involved i.e. the interpretation of the SL text, the choosing of translation procedures and the reformulation of the text. In this study I am concern only with the translation procedures used in the translation of some business and economic terms in *"Bisnis dan Investasi"* Column of **KOMPAS** daily newspapers from September to November 2000 editions.

The translation procedures are the technical devices used to transfer the meaning of a text in one language into a text in another language. The various procedures applied in the translation of some business and economic terms in *"Bisnis dan Investasi"* Column of **KOMPAS** daily newspapers from September to November 2000 editions will be described and discussed in this study.

1.2. STATEMENT OF THE PROBLEM

In relation with the background of the study, the problems are stated as follow:

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1. What business and economic terms are used in *"Bisnis dan Investasi"* Column of **KOMPAS** daily newspapers from September to November 2000 editions?

2. What kind of procedures are used in the translation of some business and economic terms in *"Bisnis dan Investasi"* Column of **KOMPAS** daily newspapers from September to November 2000 editions?

3. What are the most frequently used procedures applied in the translation of some business and economic terms in *"Bisnis dan Investasi"* Column of **KOMPAS** daily newspapers from September to November 2000 editions?

1.3. OBJECTIVE OF THE STUDY

Based on the statements of the problems, the objective of this study are:

1. To find out the business and economic terms used in *"Bisnis dan Investasi"* Column of **KOMPAS** daily newspapers from September to November 2000 editions.

2. To find out the kinds of procedures used in the translation of some economic and business terms in *"Bisnis dan Investasi"* Column of **KOMPAS** daily newspapers from September to November 2000 editions.

3. To find out the most frequently used procedures in the translation of some economic and business terms in *"Bisnis dan Investasi"* Column of **KOMPAS** daily newspapers from September to November 2000 editions.

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1.4. SIGNIFICANCE OF THE STUDY

Theoretically, the result of this study will hopefully be useful for those who are interested in translation studies. It is also expected that this study will broaden our knowledge in translation and give contribution to further translation studies.

Practically, the result of this study can hopefully be used by the journalists in the market research to get the degree of readability and effectiveness of the *"Bisnis dan Investasi"* Column of KOMPAS daily newspapers. Besides, the journalists may consider the result of this study to control their choice of words of their message to compensate for readers' capabilities.

1.5. SCOPE AND LIMITATION

This study is limited to the analysis of business and economic terms used in *"Bisnis dan Investasi"* Column of KOMPAS daily newspapers issued from September to November 2000. The terms used as the object of this study are only those presented in *double translation* form, i.e. terms that are presented both in the original and the translation forms.

I.6. THEORETICAL FRAMEWORK

Translation

Translation is a process of transferring the meaning of a textual material

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from a source language (SL) to the target language (TL). The definition of translation by Catford is cited by Rachmadie Sabrony (1988:1.2): "Translation is the replacement of textual material in one language (SL) by equivalent textual material in another language (TL)".

The main aim of translation of any kinds of text is to facilitate the communication process between two languages. Basically, a translation should be the closest natural equivalent of the message in SL. The expected result of a translation is a formulation of message from the SL into TL to be understandable and to convey the same meaning. It is, therefore, very urgent that translators be well acquainted with the SL and the TL as well. The better the translator knows the content, the easier for him to translate. Further more, a translator should possess a wide general knowledge and a mastery of the methods of message transfer.

Translation Process

According to Peter Newmark (1984:144), there are three basic stages in translation process:

1. Interpreting and analysing the SL text.

2. Looking for an equivalent meaning of the text in the TL using translation procedures.

3. Restructuring the equivalent meaning or message in the TL.

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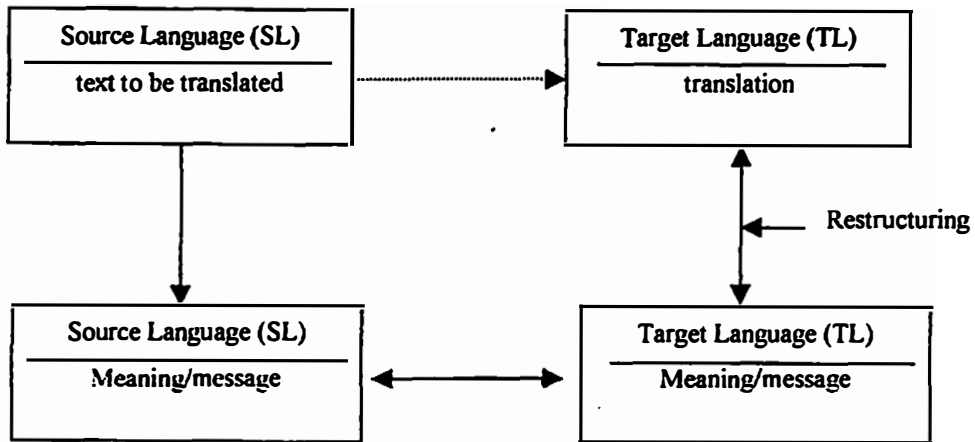Schematically, the process of translation could be diagrammed as follows :

Figure 1.6.1. Scheme of the process of translation

The translator's first task is to understand the meaning or messages of the text in the SL. This task plays an important role because the better the translator knows the referential meaning, the more easily he can transfer it into TL. The second step is to look for the equivalent meaning or message in the TL using translation procedures. There are many procedures that can be chosen and used in doing translation. In translation process, choosing procedure is a crucial thing since suitable procedures are needed to avoid an awkward sound of translation result. Because of an inappropriate choice procedure, the equivalent meaning cannot be caught and then sentences, in which the terms occurred, may not be understandable. The last part is to reformulate or to re-express the meaning in the TL. At this part, the translator probably makes some adjustments. The adjustments are required because English as the source language (SL) and Indonesian as the target language

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(TL) are different. This difference would cause problems in meaning if the lexicons are viewed as they are. The reformulation, then, is done to enable the message to be understood by the readers.

Translation Procedures

Translation procedures are the technical devices used to transfer the meaning of a text in one language into a text in another language. The way of translation procedures can be classified as:

- Addition i.e. adding structural or lexical elements to those present in the SL.

- Subtraction i.e. eliminating elements in the SL that are unnecessary in the TL.

- Adaptation i.e. adapting the content of the message so that the TL text will come as the closest natural equivalent of the SL and create a similar impact.

In *Approaches to Translation* (1984:30), Newmark listed the type of translation procedures as follows:

- Transcription : The basic procedure. It means rendering the sounds of an SL into a TL form.

- Literal Translation : One to one structural and conceptual correspondences.

- Through Translation or Loan Translation : A common procedure for

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international institutional terms.

- Lexical Synonymy : Translation by a close TL equivalent.

- Transposition : The replacement of one grammatical unit by another. It involves replacing a grammatical structure in the SL with one of different types in the TL in order to achieve the same effect.

- Modulation : It entails a change in lexical elements, a shift in the point of view.

- Componential Analysis : Splitting words or word series into components before transferring them and then relating them to context in TL.

- Translation Label : An approximate equivalent, sometimes proposed as a collocation in quotation marks, which may later be accepted.

- Definition : Usually recast as a descriptive noun-phrase or adjectival clause.

- Paraphrase : An amplification or free rendering of the SL text. It is an extended synonymy and expansion of the original text.

- Expansion (Grammatical Expansion)

- Contraction (Grammatical Reduction)

- Recasting Sentences : One complex sentence in SL are sometimes recast as two or more TL sentences.

- Translation Couplet : Literal translation plus transcription or translation label plus transcription.

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- Borrowing : It is used when the TL has no equivalent for the SL unit.

- Adaptation : It involves modifying of the concept, or using a situation analogous to the SL situation though not identical to it.

- Transliteration : Rendering the letters of one alphabet into the letters of another with a different alphabetical system.

- Compensation : It is used when loss of meaning or sound effect or metaphor in one part is compensated in another part.

- Cultural equivalence

1.7. METHOD OF THE STUDY

The method applied in this study is descriptive qualitative research since the study is aimed to give description of the translation procedures applied in the translation of some business and economic terms in *"Bisnis dan Investasi"* Column of **KOMPAS** daily newspapers. The sample obtained is described qualitatively.

1.7.1. Definition of key terms

In this study I use some technical terms related to the object of my research, i.e.:

- **Translation** : Transferring a source language (SL) message into a target language (TL) in such a way that the receptor's comprehension

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of translated message will be almost the same as that of the original receptor of the source language message.

- **Translation procedure** : The technical devices used to transfer the meaning of a text in one language (SL) into a text in another language (TL).

- **Adjustment** : Changes that happen in the process of translation to make the translation result to be understandable.

- **Contextual meaning** : the meaning of a word defined by the situation or context in which the word is used.

- **Column** : Part of a newspaper regularly dealing with a particular subject.

- **Double Translation** : One of the techniques of translation where the translator makes two separate attempts to cover the meaning of a word.

- **Jargon** : A set of terms and expression used by a social or occupational group but not used and often not understood by the speech community as a whole.

1.7.2. Population and sample

I chose **"*Bisnis dan Investasi*"** Column of **KOMPAS** daily newspapers as the source of data. This choice was made for purposes of interest and availability of required materials. In analyzing the phenomenon, I attempted to focus on the procedures of the translation of some business and economic

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terms that occur in *"Bisnis dan Investasi"* Column of **KOMPAS** daily newspapers issued from September to November 2000. I will base only on the translation theories for I am concern only with the linguistic phenomenon that occurs, i.e. the procedures of the translation. The sample is taken from the 30 issues from 88 editions issued from September to November 2000.

1.7.3. Sampling

In this study, I use *systematic random sampling*. The sampling ratio is 3, taken from the ratio of $\frac{88}{30}$. I use this ratio as the interval number. I randomly select number 1 as the initial number. The next numbers will be 4(=1+3), 7,10,13,....I pick the editions of **KOMPAS** daily newspapers corresponding to that numbers, i.e. 1st, 4th, 7th September... so as to get 30 out of 88 editions. I take the data, i.e. the economic and business terms presented in *double translation* forms, from those 30 editions. Often, one term is re-used in different editions with the same translation result. Hence, I only take one of them. On the other hand, there are cases where the same terms are translated differently due to the use of different procedures. Therefore, I take both of them.

1.7.4. Technique of data collection

In collecting the data, I look for the editions of **KOMPAS** daily newspapers issued from September to November 2000. I take the *"Bisnis dan Investasi"* Column as the source text. After getting the source text, I select

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the terms in accordance with the scope and limitation of the study, i.e. terms presented in *double translation* form. Afterwards, I make the list of the data.

In short, the steps in collecting the data are as follows:

1. Looking for the text as material translation

2. Reading the news presented in the column

3. Selecting the economic and business terms used in the articles

4. Listing the words

1.7.5. Technique of data analysis

Firstly, I classify the data based on the procedures applied in their translation. After getting the classification, I analyze each procedure. Finally, I interpret the data to find the final result.

In short, the steps in analyzing the data are as follows:

1. Grouping the data

2. Analyzing the procedures of the translation of the data

3. Interpreting the data

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BAB II

GENERAL DESCRIPTION OF THE OBJECT OF THE STUDY