

CHAPTER II

GENERAL DESCRIPTION OF THE OBJECT OF THE STUDY

2.1. KOMPAS daily newspaper

2.1.1. History of KOMPAS daily newspaper

KOMPAS daily newspaper was firstly published on June 28th 1965 with SK Menpen: No 003/u/5k/DPHM/SIT/1965 and was backed by PK Ojong, Jakob Oetama, August Parengkuan and Indra Gunawan. At its first establishment, this newspaper was entitled **Bentara Rakyat**. The uncertain condition during the ORLA affected **KOMPAS**' viability. In fact, on October 1st 1965, **KOMPAS** daily newspaper was prohibited to be published in consideration to the chaotic condition as the result of G30 S PKI. The prohibition was not only subjected to **KOMPAS** daily newspaper but also to some other mass media considered to affiliate with PKI. On October 6th 1965, with the permission of Indonesian government, **KOMPAS** daily newspaper was re-launched. Since then, the number of **KOMPAS** daily newspaper editions increased sharply. Therefore, the management of the newspaper decided to have printing office of its own and hence, in 1972, PT Gramedia was founded.

Yet, in 1978, for once more, **KOMPAS** daily newspaper was prohibited to be published. This prohibition is due to its news about students' movement

against the Indonesian government. Towards the end of the year, this newspaper was re-launched.

In 1996, **KOMPAS** daily newspaper provided the Internet edition namely **KOMPAS Online**. It became the first local news site, which provides the Internet version of a newspaper. This new service attracts a large proportion of highly educated and technologically aware readers. At the end of 1997, the management of **KOMPAS Online** decided that a separate entity was required to focus solely on Internet service. Therefore, **KOMPAS Cyber Media (KCM)** was incorporated.

The monetary crisis began in 1997 forced **KOMPAS** daily newspaper to be more economical in print. Hence, in January 1998, the newspaper was re-launched with some changes in design and number of pages. However, from year to year, the number of the editions is rising up. In fact, it could reach more than 1,000,000 editions in some special events, such as, Olympic Games, General Election or General Session of People Consultative Assembly.

Recently, the management of **KOMPAS** daily newspaper organized a number of news services. Some of them are: Regional publication, local newspapers, magazines, tabloid, and broadcasting company.

2.1.2. Editorial Policy

In accordance with its conservative and careful editorial style, **KOMPAS** daily newspaper proclaimed itself as an independent newspaper. It means that

KOMPAS daily newspaper did not affiliate with any of the political power. It can be seen from the fact that **KOMPAS** daily newspaper presented political news at an objective and moderate view.

Dealing with the content, the information presented in the newspaper is emphasized on economics, politics, culture and sports. **KOMPAS** daily newspaper is said to be one of *High Brow Newspapers*. The term *high brow* indicates that **KOMPAS** daily newspaper is considered to be a newspaper having 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 presented chronologically.
3. The newspapers do not use many pictures or illustrations.
4. Political and economic news acquire a great proportion.

The segment readers of **KOMPAS** daily newspaper are (university) students, politician, employee, businessman, educator and scientist. **KOMPAS** daily newspaper is in position number 2 among the biggest 5 Indonesian newspapers based on the number of readers (Haryanto, 2000:21). The other four are **POS KOTA**, **Jawa Pos**, **Suara Pembaruan** and **Republika**.

2.1.3. The organization of news in **KOMPAS** daily newspaper

TOPIC	PAGE
National and International headline	1
International events	2-3
Opinion, Readers Letters, Editorial	4-5
National events	6-10
Entertainment, Advertisement	11-12
Business and Investment	13-15
Advertisement	16
Regional events (Jabotabek)	17
Local Column (Metro Surabaya)	18
Regional events (East Java)	19
National events	20
Advertisement	21
Sport	22-24

2.2. “*Bisnis dan Investasi*” COLUMN

This is a column of **KOMPAS** daily newspaper presenting the major economic issues. Consisting of 3 to 5 pages, this column deals with the economic and political behavior that affect consumption and investment, the monetary and fiscal matters, stock exchange and the interest rate.

The economic articles in “*Bisnis dan Investasi*” Column taken as the source of data of this study is categorized into non-literary text. Non-literary text is characterized by some features as given by Newmark in *Approaches to Translation* (1981:15), they are :

1. It is concerned with any topics of knowledge
2. It has an informative language function
3. It usually has complex sentences
4. It contains many specific terms in accordance with the topics
5. It has no metaphor
6. The core of the language is external situation, the facts of topic, reality outside language, including reported ideas or theories

2.3. ECONOMIC AND BUSINESS TERMS IN “*Bisnis dan Investasi*” COLUMN

In presenting economic and business information in “*Bisnis dan Investasi*” Column, **KOMPAS** daily newspaper often uses economic and business terms. The use of business and economic terms in the column is necessarily made to meet such specific articles. These terms are presented in the various forms, i.e. untranslated words, double translation and loan words.



Untranslated words

Every word in foreign language has a meaning or concept but not every word can be best translated into the target language (TL). Sometimes, it is more efficient if it is retained in the source language (SL). The motives for preference of the original –untranslated words– to translation may be of the following kinds:

- Prestige motive on the part of writer
- Ignorance of existing translation
- Economy of words in print
- Attention drawing
- Avoidance of misunderstanding
- Popularity of usage
- Poor translation

Some examples of the untranslated words taken from the “*Bisnis dan Investasi*” Column of KOMPAS daily newspaper can be seen within the following context :

1. Sejumlah pihak khawatir dengan kondisi pasca penandatanganan nota kesepahaman antara pemerintah dengan IMF yang berpotensi mendorong terjadinya *panic selling*.
2. BI mengusulkan agar Pemerintah mengajukan *debt for nature swap* untuk mengurangi beban pembayaran utang luar negeri.

3. Gubernur BI menyatakan nilai tukar rupiah yang wajar berada pada kisaran Rp. 7000.- hingga Rp. 8000.- per dollar AS, berdasarkan perhitungan *purchasing power parity*.

Double translation

Double translation is one technique of translation where the translator makes two separate attempts to cover the meaning of a word. The use of double translation is suitable with the characteristics of non-literary text, especially with these two features, namely, non-literary text has an informative language function and it has many specific terms in accordance with the topic. Double translation produces a clearer information of the terms being translated. Therefore, it is helpful for the readers to comprehend the message. Double translation is formed in many ways:

1. Adding specific terms between brackets

E.g. Arus uang tunai (*cash flow*)

Keuntungan tambahan (*windfall profit*)

Kewajiban penyediaan modal (*CAR/Capital Adequacy Ratio*)

2. Rendering the word into two translations

E.g. *Recovery* (pemulihan / penagihan utang)

CAR/Capital Adequacy Ratio (rasio kecukupan modal/kewajiban penyediaan modal)

Recovery rate (tingkat pengembalian utang/penagihan)

3. Giving definition which explains the meaning of specific terms

E.g. *Refinancing* (penerbitan obligasi baru untuk membayar obligasi yang jatuh tempo)

Affiliate loans (utang terafiliasi yang terkait dengan BMPK/Batas Maksimum Pemberian Kredit)

Negative spread (beban bunga lebih besar dari penerimaan bunga)

Loan words

The term ‘loan words’ refers to the English terms that are adopted into Indonesian that still shows their characteristics as foreign language. Loan words can be classified into two groups, i.e. loan words with adjustments and loan words without adjustments. Loan words with adjustments have to be changed based on the Indonesian language system. Loan words without adjustments applied as the original form (adopted unchanged).

Indonesian restricts the language by two criteria, namely, appropriate and grammatical Indonesian. Appropriate Indonesian means that those loan words must be suitable for the social and cultural norms (Indonesian = *Bahasa Indonesia yang baik*). Grammatical Indonesian means that they must be suitable for the Indonesian grammar (Indonesian = *Bahasa Indonesia yang benar*). Below are some examples of the loan words found in the “*Bisnis dan Investasi*” Column of KOMPAS daily newspaper :

1. Loan words with adjustments

E.g. Sebelas anggota OPEC akan menurunkan kuota sebagai upaya untuk menstabilkan harga minyak di pasaran dunia.

“PT Ericsson Indonesia diperiksa dalam masalah dividen tahun 1997, saat kami belum menjadi direksi”, kata Hari Kartana, direktur utama PT TELKOM.

Namun hingga saat ini BPPN belum memutuskan apakah pola privatisasi dilakukan dengan cara penawaran umum atau penjualan strategis.

2. Loan words without adjustments

E.g. Para investor meminta pemerintah untuk mengubah fungsi kawasan hutan lindung menjadi hutan produksi, demi kelangsungan investasinya di Indonesia.

Pihaknya menegaskan bahwa kerjasama ini dibuat dengan tidak hanya berorientasi profit semata.

Isu yang berkembang di masyarakat tentang divestasi BCA ternyata tidak menyebabkan terjadinya rush seperti yang dikhawatirkan banyak pihak.



BAB III

PRESENTATION AND ANALYSIS OF THE DATA