

CHAPTER 1

INTRODUCTION

1.1 Background of the Report

Nowadays, social media is a platform that can share information to the users who accessed it for getting the information that they need. Its users can manage updates of information including searching and receiving it. The users can be the people who only use information as entertainment or to gain knowledge. In this case, they may choose which accounts to follow to serve their purposes. The information can be easy to search and receive both by users and creators on social media.

There are several social media such as Instagram, Facebook, Twitter, and WhatsApp. As online communities for people to communicate, social media has now become a platform for brand marketing as well. These social networking sites do not only provide users to expand their personal network but also provide a platform for the business people to interact with potential customers (Blackman, 2009).

Instagram is one of the most greatly used social media in the world. In 2014, around 150 million people are using Instagram (Costill, 2014). According to Vinaika and Manik (2017), it's 55% of 18 to 29 years old people are on Instagram. Through Instagram itself, users are allowed to post photos or videos with the caption, which other users can also like and comment on the post.

According to the Cambridge dictionary, caption is a brief text under the picture that describes or explains the meaning of the photos to express the user's purposes. However, caption can impress the audience on how people interpret it. In some occasions, caption can build a personal brand that supports the uniqueness and excellence. A good caption can describe an image by referring to the important, specific, and detailed aspects of the image, which is precise, informative and descriptive (Liu et al., 2019).

According to Catford (1965), translation is the process of substituting messages from one language to another by oral or written means. The target language of translation is generally determined by how frequently a foreigner uses the language. Translating Instagram caption into English is very crucial since English is a worldwide communication language. This makes it easier for everybody in the world to get information from various parts of the world since there are so many people in the world use English as their second or foreign language.

The translation methods and procedures are a crucial thing to be applied to make the target reader completely understand. So, they will not misinterpret the context that are conveyed in the translated captions. To make bilingual caption, the caption must be translated from its source language to the target language. the caption has to be translated with the proper methods and procedures in order to get a comprehensible result.

The writer conducted the internship program in PT Pelindo Marine Service for two months. PT Pelindo Marine Service is one of the subsidiaries of PT

Pelabuhan Indonesia that focused on integrated marine services. In PT Pelindo Marine Service, the writer was placed as a staff in Public Relations Division. In this division, the writer was assigned to be a translator. He had the responsibility to translate the Instagram's feed captions and articles from Indonesian to English.

In marine services, every customer has different backgrounds and sometimes they are from abroad. Therefore, bilingual captions would help companies to promote their services on Instagram to worldwide since the content is not only written in its native language but also written in English. These captions will help the company to approach and attract customers from abroad.

PT Pelindo Marine Service has its own official Instagram account. From this account, the company promotes their services and company news update through the Instagram post. Since the service is not only provide for its country but also for people from outside of the country, the caption of the Instagram post is also written in English.

Since English is a worldwide communication language, it will be easy to attract people from all over the world when they can comprehend English captions as informative knowledge. It is important to implement the methods and procedures of translating a caption properly, so people will understand and relate to the meaning of the caption that has been shared on Instagram. Based on those reasons, the writer decided to put on writing about "THE METHODS AND PROCEDURES USED IN TRANSLATING INSTAGRAM CAPTIONS OF PT. PELINDO MARINE SERVICE" in his final report.

1.2 Statements of the Problems

There are two problems in this report as follows.

- a. What were the methods used in translating Instagram captions of PT Pelindo Marine Service?
- b. What were the procedures used in translating Instagram captions of PT Pelindo Marine Service?

1.3 Objectives of the Report

The objectives of this report are as follows:

- a. To discover translation methods which were used in translating Instagram captions of PT Pelindo Marine Service.
- b. To discover translation procedures which were used in translating Instagram captions of PT Pelindo Marine Service.

1.4 Significance of the Report

1.4.1 For the writer

This final report is expected to be beneficial for the writer in:

- a. Applying translation skills while doing the research.
- b. Gaining more knowledge in translating captions.
- c. Developing translation skills, especially in translating captions as a bilingual content.

1.4.2 For the alma mater

This final report is expected to be beneficial for the alma mater in:

- a. Helping other students in analyzing the methods and procedures in translating captions.

- b. Giving detail information about the methods and procedures in translating captions.

1.4.3 For the English Diploma Program

The final report is expected to be beneficial for the English Diploma Program in:

- a. Contributing to English Diploma accomplishments.
- b. Highlighting English Diploma as achievers major in Indonesia.

1.4.4 For other interns

This report is expected to be beneficial for the other interns in:

- a. Providing another insight or reference for their comprehension of method and procedures in translating Instagram captions.
- b. Being able to implement the translation methods and procedures in translating process.