

CHAPTER 1

INTRODUCTION

1.1. Background of the Study

In today's society, online news is more preferable than the conventional news. As the technology of the internet develops, the media of news reporting is also developing. From the conventional, weekly news in forms of a pamphlet, news has developed to the digital era. News is published daily and people can access it anytime and anywhere. News websites have an important role to deliver the information about recent issues happening in the society. For this instance, Antara News always has the updated online news on the current condition or news in Indonesia and the news has been brought to the reader in two versions. The Indonesian version of news has provided Indonesian current information and most of the news are credible because the journalist or the author of the news gains the information from credible sources. The English version of news is the translated version of the Indonesian, not all of the news is provided in this version. The English version of the news is mainly about important things and categorized as new information.

Around 1340, the English phrase translation was first recorded. It is derived either from an Old French translation or, more directly, from the Latin translation ('transporting,' which is derived from the participle of the verb *transferre* ('to carry across')). According to Munday (2016) today's translation has numerous meanings, including the overall subject matter or phenomenon. The

translated text is the result of this phenomenon, as is the process of making the translation, also known as translating. Converting an original written text (the source text or ST) in the original verbal language (the source language or SL) into a written text (the target text or TT) in a different verbal language (the target language or TL) is what translation between two written languages entails (Munday, 2016). The source text in this news translation study is Bahasa Indonesia, and the target text is English.

Cronin (2013) stated that “for many subjects in the informational economy, the language of (native) expression remains the preferred language of (individual) access.” This immediate access to information in the local language generates a lot of demand for simultaneous access, which has to be facilitated by translated news. In order to obtain preferred translation for target readership, Antara News is supposed to have the strategy in their translation in order to translate their news into English. In this study the author will try to find out the translation strategy and framing strategy that was applied in their translation.

There are numerous, mutually reinforcing definitions and descriptions of what constitutes "hard" news. It typically addresses political (domestic and international), economic, or social issues, according to Limor and Mann (1997). Due to its significance and transient nature, "hard" news requires quick reporting (continued stories typically do so shortly) (Lehman-Wilzig & Seletzky, 2010). First selected pair of Online News titled “Indonesia Berhasil Melewati Masa Puncak Omicron” (“Indonesia Successfully Passed the Peak of the Omicron”) and “Indonesia has Passed Omicron Peak: Task Force”, the second pair of Online News

titled “Kemenkes mulai distribusikan Sinovac untuk dosis penguat” (“Ministry of Health Begins to Distribute Sinovac for Booster Doses”) and “Health Ministry starts distributing Sinovac booster doses”, and the third selected pair of Online News titled “LIPI: Manfaat vaksin AstraZeneca lebih tinggi daripada risikonya” (“LIPI: The benefits of the Astrazeneca vaccine are higher than the risks”.) and “Benefits of AstraZeneca vaccine outweigh risks: LIPI” can be included in this group of ‘hard’ news. The three of them are important for people. It is considered as important news because this news is related to the current issue happening in the society, Covid-19. All of the news analyzed in this study are also reported immediately or at least as soon as possible after the journalist got the news. To call in mind, this study investigates three pairs of online news from Antara News to find out the translation strategy and framing strategy applied in their translation. The news analyzed using Vinay and Darbelnet Model for the translation strategy and Baker’s Narrative Theory for the framing strategy.

COVID-19 is a contagious disease caused by severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2). The first known case was identified in Wuhan, China, in December 2019. The disease has since spread worldwide, leading to an ongoing pandemic. It had a huge amount of causality at the time when the Covid-19 started to spread around the world, but nowadays the spread is not as rapid as the first time and right now people are taking vaccines in order to create herd immunity towards this Covid-19. Nowadays people want to keep in touch with the update of the news about Covid-19. In order to provide the recent

update of Covid-19, Antara News has to translate the newest or recent update and then publish the news in a short time.

Vinay and Darbelnet model will be applied in this study. Based on Vinay and Darbelnet (1995/2004) translation strategies are identified as direct translation and oblique translation and there are also seven procedures included in both. Direct translation consists of borrowing, calque, and literal translation and the oblique translation consists of transposition, modulation, equivalence, and adaptation. In the explanation of Vinay and Darbelnet (1995/2004) about the seven procedures, borrowing is when the SL word is transferred directly to the TL; Calque is ‘a special kind of borrowing’ (1995: 32–3; 2004: 129–30) where the SL expression or structure is transferred in a literal translation; Literal translation is ‘word-for-word’ translation; Transposition is a change of one part of speech for another (e.g. noun for verb) without changing the sense; Modulation changes the semantics and point of view of the SL; Équivalence, or idiomatic translation refer to cases where languages describe the same situation by different stylistic or structural means; involves changing the cultural reference when a situation in the source culture does not exist in the target culture. Also other than those seven procedures, there are five supplementary procedures that were stated by Vinay and Darbelnet (1995/2004). They are amplification, false friend, loss, gain, and compensation, explicitation, and the last is generalization.

Frames are being used more accurately and frequently by political actors and media to represent political reality. Entman (2004 , p. 26) expounds that “to frame (or framing) refers to the process of selecting and highlighting some aspects

of a perceived reality, and enhancing the salience of an interpretation and evaluation of that reality.” News has the message or information that wants to be transferred toward the reader of the news, and the news media have their way to make the message and information successfully transferred from the news to the reader. In this study, the author will also use the narrative theory, framing strategies by Baker (2006) in order to uncover the framing of the news that was uploaded in the Antara News in the way they write their news about Covid-19 in the translated news. The reason why the author uses this theory is because it divides the news structure into temporal and spatial framing, framing through selective appropriation, framing by labelling, and repositioning of participants. This can be used because the languages used in English and Indonesia are different.

Based on the definitions above, news translation has them on the process and the final product of news translation. the editor or translator of the news uses translation to transfer or translate the meaning or message from the source text to the target text using two different languages and finally, the editor or translator of the news uses framing to shape the news from the source text into the target text in order to fit the news with the target text's taste or culture.

Despite its clear and growing importance, the crucial role of translation in the profession of journalism, also known as news translation, was largely ignored in existing academic fields until two decades ago (Vuorinen 1999, 61–62; Holland 2013, 334). According to Bielsa (2007), the low interest among Translation Studies experts is due to the fact that news translation “is mainly in the hands of

journalists rather than translators” (Bielsa 2007, 135). On the other hand, research in Media and Communication Studies has “centered on single language examples, and has paid insufficient attention to interlingual interactions,” according to studies on journalism (Bielsa and Bassnett 2009). One of the other researchers, Van Doorslaer (2010), elucidates the complexities of the news translation process, which involves several actors performing a coordinated performance of “information gathering, translating, selecting, reinterpreting, contextualizing and editing”.

Liu (2019), in her book stated that scholars have investigated the problem from multiple sides with consensus, as is the case with news translation that the “traditional popular views of ‘translation proper’ as a purely linguistic transfer are not appropriate to explain the complex processes of change involved in news text production” (Doorslaer, 2010, p. 186). Scholars have consistently discovered significant differences in the translation of news texts: they use narrative theory (cf. Baker, 2006, 2010), or skopos theory (Nord, 1997), which treats translation as if it were guided by the client's translation brief, or (mis)representation of reframing (Darwish, 2006), or they look into the social or contextual causes of the phenomenon to improve the translator's subjectivity (Chen, 2011b; Cheng, 2011). Framing is considered as a strategy that contributes to the configuration of narratives, and different configurations can constitute different frames through which people ‘present a movement or a particular position within a certain perspective (Baker, 2006). In this case, analyzing using narrative theory by Baker

(2006) that has stated about framing strategy that contributed to the news is possible.

There was some research about translation and framing strategy in the past that makes the author of this research want to conduct the research about news framing in online news. Two examples of research are Translation Strategies for Translating a News Article by Esti Junining and Vidi Aulia Mahendra Cahya Kusuma (2020). This study is trying to find out translation strategies used by English Education students from the Faculty of Cultural Studies, Universitas Brawijaya. The translation strategy that was used in this study is Baker's taxonomy. It has eight translation strategies and the study found out that there are three translation strategies that were mostly used by the students in translating news articles. The other study is Reframing translated news for target readers: a narrative account of news translation in Snowden's discourses by Binjian Qin and Meifang Zhang (2017). This article studies some of the framing strategies in news translation from the Edward Snowden case. The result from this study stated that news translations from news organizations were reframed in order to fit the target readership and the political position of the news agency. There is similarity from these two studies; both of them studied translation in the news article. But, the first study focused on the translation strategy and the second focused on reframing strategy. These two studies encourage the author to investigate translation strategy and framing strategy.

1.2. Statements of the Problems

1. What is the translation strategies used in Indonesian-English translation in Antara News?
2. What framing strategies occurred in Indonesian-English translation in Antara News?
3. What is the relationship between translation strategies and framing strategies?

1.3. Objective(s) of the Study

1. To find out the translation strategies used in Indonesian-English translation in Antara News.
2. To discover the framing strategies occurred in Indonesian-English translation in Antara News.
3. To find out the relationship between translation strategies and framing strategies

1.4. Significance(s) of the Study

Theoretically this research shows the translation strategies used in the news translation and framing strategy in the news translation by taking some examples of pairs of news in the Antara News. This study will reveal the translation strategy used and breakdown the translated news into some examples of framing that occurred in the news. For practical purposes, the author hopes that this study can be used to make further research about translation strategy and

framing in the news translation for college students. The other significance of this research is to give additional information for other author who wants to conduct further research in the news translation

1.5. Definition of Key Terms

- Framing Strategy:** is considered as a strategy that contributes to the configuration of narratives, and different configurations can constitute different frames through which people ‘present a movement or a particular position within a certain perspective (Baker, 2006)
- ‘Hard’ News:** is a news that demands immediate reporting due to its importance and short lifespan (Lehman-Wilzig & Seletzky, 2010)
- Translation Procedures:** is a specific technique or method used by the translator at a certain point in a text (Munday, 2016)
- Translation Strategy:** is an overall orientation of the translator (e.g. towards ‘free’ or ‘literal’ translation, towards the TT or ST, towards domestication or foreignization (Munday, 2016)