

CHAPTER I

INTRODUCTION

1.1. Background of The Report

Nowadays, English is used for many things. English here is one of the most languages which used by most countries in the world, especially for communication in tourism. According to Crystal (2013), the globalization of English is a grass-roots movement. It is important that tourism use English although to inform or to communicate with the readers over the globe. English as the international language is connected from the tourist information to the readers to be well-known by more people.

In Indonesia, using English especially in tourism is important. Haiyan, Jinah, Richard (2019), the main objective of tourism demand forecasting is to help destinations and tourism businesses maintain continuous supplies of tourism products and services to satisfy the increasing demand for international travel experiences. In fact, many tourists come to Indonesia because Indonesia has many tourism places to go and still maintain the traditions. They need such an information that can help them to know more about the places where they want to go, by using English it makes them easier to understand. One of the functions of English here is to promote; promoting through website, guide book or social media.

One of the ways to promote is through social media. According to Handiqui (2012), social media is transforming the way organizations communicate. Social media plays many important roles in this era which means that social media is one of the ways to communicate and it is needed for all people to get the information. According to Cambridge Dictionary, a caption is a short piece of text under a picture in a book, magazine, or newspaper that describes the picture or explains what the people in it are doing or saying. By making a nice caption, it can help the reader know more about the event and make it interested would make them willing to come to that place to learn or see how it is.

Dinas Pariwisata Kota Yogyakarta (Tourism Office of Yogyakarta City) using English in Instagram caption because the translator realized by adding English in the caption make it good for international readers to understand. The writer did an internship at Dinas Pariwisata Kota Yogyakarta (Tourism Office of Yogyakarta City). The reason why the writer did an internship in the Tourism office in Yogyakarta City was because she thought that it could help her to find anystudy cases which was beneficial for her Final Report and it could add her knowledge about tourism which was related to her English skills. Tourism office of Yogyakarta City is an office which concerned with the development of the tourists' needs such as accommodations, hotels, foods, tourism places for local or international people to visit and many more.

In Tourism Office of Yogyakarta, the writer was assigned in the Promotion Department to translating the Instagram caption. The writer was accompanied by another friend but he has different responsibilities. The challenge that the writer faced during the internship in Yogyakarta Tourism Office was when the writer had to understand the language. It is known that Yogyakarta is using different language, where the language there is considered as “Soft Javanese”. When the writer had to translate the caption, she had to find out what that mean was, so it is easier to translate it.

In this case, the writer found this topic interesting because the writer wanted to discover what translation strategies and translation methods used to translate Instagram caption from Bahasa Indonesia to English. There were many problems dealing with what the writer used to translate the Instagram caption. In conclusion, the writer is interested in discussing “STRATEGIES AND METHODS IN TRANSLATING INSTAGRAM CAPTIONS INTOURISM OFFICE OF YOGYAKARTA CITY”.

1.2. Statement of Problems

There are two main problems in this report, these are:

1. What translating strategies were applied for the Instagram captions in the Tourism Office of Yogyakarta City?
2. What methods were mostly used in translating the Instagram captions in the Tourism Office of Yogyakarta City

1.3. Purpose of the Report

There are two main purposes in this report related to the statement of problems, these are:

1. To discover translating strategies that were applied by Yogyakarta Tourism Officer to translate Instagram caption.
2. To discover translating methods that were mostly used for Instagram caption in the Tourism Office of Yogyakarta City.

1.4. Significance of the Report

1. For Writer
 - a. Exploring the writer's writing skills
 - b. Improving her knowledge in construction academic report
 - c. Reflecting for graduation requirements
2. For the Alma Mater
 - a. Improving the quality skill of the students in Universitas Airlangga
 - b. Building the connection between Universitas Airlangga and the Tourism Office of Yogyakarta City
 - c. Proving that student has done the internship
3. For Tourism Office of Yogyakarta City
 - a. Presenting their program to the society through the writer
 - b. Increasing the quality of the caption
 - c. Presenting and developing the acknowledgment of International readers to get the information well

4. For other Interns
 - a. Using English for captioning Instagram
 - b. Discovering the use of English
 - c. Improving the use of English in another implementation

1.5. Review of Literature

1. Translation

Translation is the understanding of one language (SL) to another language (TL) without changing the meaning. According to Larson (1998), translation is basically a change of form. From that statement means translation can change the form of the structure without changing the meaning. The change of the source language (SL) to the target language (TL) should sound as natural as possible. Newmark (1988), your base level when you translate is the text. This is the level of the literal translation of the source language into the target language, the level of the trans-lationese you have to eliminate, but it also acts as a corrective of paraphrase and the parer-down of synonyms, so a part of your mind may be on the text level whilst another is elsewhere. Translation is pre-eminently the occupation in which you have to be thinking of several things at the same time. Here is a prove that translation is to bring the text to people by words arranged sentence until in a larger structure from the source language (SL) to target language (TL) without changing the meaning.

2. Translation Strategies (The procedures)

Translation strategies are the process to translate some words which in the sentence to make it structured. According to Vinay and Dalbelnet (1995), there are seven listings to be follow, such as: borrowing, calque, literal translation, transposition, modulation, equivalence, and adaptation.

a. Borrowing

The option of translating ‘language’ and ‘parole’ as ‘language’ and ‘speaking’ does exist, but the fact that specialist English texts frequently resort to the borrowed terms ‘language’ and ‘parole’ in the precise linguistic sense prejudices the issue in favor of borrowing (Harvey, Higgins, and Loughridge, 1995).

b. Calque

According to Darwish (2010), calque translation is a type of borrowing which traces the contours of the original source language expression (which may be a word, a phrase or a short sentence) and translates it as a verbatim mirror-image of the original.

c. Literal translation

Literal translation is clumsy or stark, and, unlike the original, does not follow normal social usage, or does not quite correspond to the contextual sense of the original. (Chan and Polard, 2001).

d. Transposition

Transposition involves replacing one-word class with another without changing the meaning of the message (Vinay and Darbelnet, 1995).

e. Modulation

Modulation may be practised by the translator as an intuitive resource (Chan and Polard, 2001). It also can be said that this translation process is the opposite of literal translation.

f. Equivalence

According to Nord (2005), equivalence means “the greatest possible correspondence between source text and target text”. She also stated that the interpretation of equivalence as identity of “meaning”, “value” or effect suggests that the target text should reproduce the interdependence of intratextual (content-oriented and form-oriented) and extra textual (situational and, above all, receiver-oriented) factors which is characteristic of the source text.

g. Adaptation

According to Raw (2012), adaptation is frequently listed among the possible valid solutions to translational difficulties.

3. Translation Methods

There are several translation methods for translating the captions or other texts for translator that can be used to translate it. According to Newmark (1988), there are eight translation methods such as: Word-for-word translation, literal translation, faithful translation, semantic translation, adaptation, free translation, idiomatic translation and communicative translation.

a. Word-for-word

According to France (2000), the term can be applied to what is imprecisely called “word-for-word translation”, in which each lexical item in the original is rendered (as far as possible) by an equivalent one in the translation (p.8). The main use of word-for-word methods is to make it understandable based on the structure.

b. Literal translation

According to Newmark (1988), the SL grammatical constructions are converted to their nearest TL equivalents but the lexical words are again translated singly, out of context (p.46). That the main use of literal translation is solved the problems by indicated it.

c. Faithful translation

A faithful translation attempts to reproduce the precise contextual meaning of the original within the constraints of the TL grammatical structures (Newmark, 1988). A faithful translation conveys the cultural words and maintain the grammatical and the lexical.

d. Semantic translation

Semantic translation (ST) is more literal and one-to-one and more bound to the original culture than ST (Mott, 2011) and he also stated that in ST the original expression of the speaker or writer is as important as the content, and any kind of inaccuracy in the form of discreet embellishment is wrong (p.24). The use of this method is to pay more attention to the target language.

e. Adaptation

This is the 'freest' form of translation (Newmark, 1988), he Also stated that, it is used mainly for plays (comediesl and poetry; the themes, characters, plots are usually preserved, the SL culture converted to the TL culture and the text rewritten.

f. Free translation

According to Newmark (1988), free translation reproduces the matter without the manner, or the content without the form of the original. It is usually a paraphrase than the original.

g. Idiomatic translation

According to Newmark (1988), idiomatic translation reproduces the 'message' of the original but tends to distort nuances of meaning by preferring colloquialisms and idioms where these do not exist in the original (Authorities as diverse as Seteskovitch and Stuart Gilbert tend to this form of lively, 'natural' translation).

h. Communicative translation

Communicative translation (CT), which has also been referred to as free translation (Spanish *traducción libre*), is the best, most professional kind of product (Mott, 2011). (Newmark, 1988) also stated that Communicative translation attempts to render the exact contextual meaning of the original in such a way that both content and language are readily acceptable and comprehensible to the readership.

1.6. Methods of the Report

1. Location and Participants

In this study, the writer did an internship in Dinas Pariwisata Kota Yogyakarta or Tourism Office of Yogyakarta City, which is located at Jl. Suroto No.11, Kotabaru, Gondokusuman, Yogyakarta City, Special Region of Yogyakarta. From January 6, 2020 to March 20, 2020. In this case, the writer works from Monday to Friday. Sometimes, when the office has an event, she sometimes involved for the event even like Saturday or Sunday (depend on the event). By doing the internship, the writer job is to translate for Instagram caption. The writer did an internship with two other friends where one of them in different division and the other one in the same division like her and his job was translation for the booklet of the Tourism Office of Yogyakarta City.

2. Data Collection

To gather data, the writer used two data collection techniques: observation and documentation. In terms of observation, she translated the caption whenever they have something new to post which need her to translate it into English and after the translation is done, she asked to screenshot it to make her easier to analyze the transcription later on as the documentation. The writer collected and kept the screenshot from each caption to prove that she translated.

3. Data Analysis

In term of data analysis, to answer the statement of problem, the writer used triangulation of data collection techniques by making two units of analysis. Let's take a look to the following table below.

Unit of Analysis	Data collection techniques
Translating strategies were applied for the Instagram caption in the Tourism Office of Yogyakarta City	Observation Documentation
Methods were mostly used in translating the Instagram caption in the Tourism Office of Yogyakarta City	Observation Documentation

Following up on the table above, the writer analyzed the data which collected to answer the statement of problems.

1.7. Frame of the Final Report

