

CHAPTER I

INTRODUCTION

1.1. Background of The Report

Communication can be defined as a process of transferring information and common knowledge from one person to another (Keyton, 2011). Communication is important for human because communication activity appears in every single day of human life. According to Argawal & Garg (2012), everyone communicates with other people in social context. Whatever the context is, human needs to exchange and share thoughts, news, information and etc. Markovic & Salamzadeh (2018) also stated that communication is an activity of sending a message through different media. It could be written or oral as long as the activity delivers a thought or an idea that can be received by other people.

As communication can be delivered through any kind of media, the exchange of information can be easier. With the help of mass communication, information can reach bigger audience. Mass communication is a powerful force in modern society. Through radio, television, newspapers and magazines, the information can be received by thousands of people (Whitaker, Ramsey, & Smith, 2004). One of the media to deliver information as well as one of the types of mass communication is newspaper. Newspaper is one of the important aspects in delivering information

around the world for people in a certain country. Newspaper is a news magazine which means that it offers information around the world (Franklin, 2008).

Newspaper has been one of the valuable media for people to receive daily information. For years, newspapers have delivered news to inform the public about important events of the day (Tanikawa, 2017). Features here is one of the types of news that offers story-telling based news. In this globalization era which internet is one of the main sources to find information, journalists can find their news on the internet. They need to work within the opportunities that is provided by the technology, society, and the needs of the readers (Whitaker, Ramsey, & Smith, 2004).

In Indonesia, one of the biggest newspaper companies is Jawa Pos. Jawa Pos offers many interesting news around the world and provides world class reading experience for all the readers in Indonesia. There are many rubrics in Jawa Pos, such as *Internasional*, *Zetizen*, *Sportainment*, *Poilitik*, *Ekonomi dan Bisnis* and etc. All news in Jawa Pos newspaper is in Bahasa Indonesia. As Jawa Pos uses Bahasa Indonesia on its newspapers, journalists whose job is to find international news need to translate foreign sources news form English (source language) to Bahasa Indonesia (target language). Without translating them into Bahasa Indonesia, the message will not be understood by Indonesian readers meaning that there will be a communication barrier. A communication barrier is something that hampers the receiver in receiving and understanding the message that the sender uses to deliver their information, ideas and thoughts (Rani, 2016).

To prevent communication barrier, the writer, who worked as an intern translator, was urged to translate every foreign news from target language (TL) to source language (SL) during his internship. In translating news, in this case translating features, the important thing is that the translators have to fulfil the news's purpose meaning that the article has to be suitable for the targeted readers rather than keeping the source's form (Nord, 2005). This means that the translators need to edit several things from the source text and keep the equivalency of the whole news itself. This includes shortening the story and make sure that the text is suitable for the readers' culture (Choy, 1996). In doing so, the writer used principles and strategies from several books and made them as the guidelines in translating news from foreign sources; therefore, the writer would like to write a report on "Principles and Strategies Used in Translating Features in Jawa Pos."

1.2. Statements of Problem

There are two problems that the writer finds during the internship. Those problems are:

1. What are the principles in translating feature?
2. What are the strategies in translating feature?

1.3. Purposes of The Report

1. To discover the principles in translating feature.
2. To discover the strategies in translating feature.

1.4. Significances of The Report

1.4.1. The final report is expected to be beneficial for the writer in;

1. Gaining more knowledge in writing news, especially writing news from foreign sources and translating them from English (source language) to Bahasa Indonesia (target language).
2. Using the courses that have been learned in the class and applying those during the internship.
3. Experiencing the world outside the writer's comfort zone as well as observing working environment to be ready in what to expect in working environment.

1.4.2. The final report is expected to be beneficial for the university in;

1. Building relationship possibilities between Jawa Pos and Universitas Airlangga.
2. Helping other students in gaining knowledge about how to make news in Jawa Pos.
3. Sharing the writer's experience to the other students so that they will be prepared for their internship.

1.4.3. The final report is expected to be beneficial for Jawa Pos in;

1. Managing the quality of the news especially in writing feature news.
2. Introducing the process of writing feature news to other students.

3. Using this as a guide for the new employees to manage the quality of Jawa Pos' news.

1.4.4. The final report is expected to be beneficial for other interns in;

1. Getting the knowledge in writing feature news.
2. Giving insight on how to make feature news from sources available and translate them into Bahasa Indonesia.
3. Using this report as a guideline in writing feature news.
4. Urging them to find ways in writing feature news by themselves.

1.5 Review of Related Literature

1.5.1. Feature

Whitaker, Ramsey, & Smith (2004) stated that feature is a reality story that reported a real-life situation. They also defined feature as a non-fiction story that is written using the techniques of fiction story. The writing style in feature can be seen in short story, novels, poems and plays. Besides the characteristic of feature which feels like a fiction story, feature must provide accurate information. This type of news gives the readers an enjoyable reading experience and focuses on entertaining the readers. Not only to entertain, feature can also provide serious background information and give the readers a closer look at the current events that are happening in the world.

Feature gives the reader a depth and implication news about the events which means that feature puts people in the story and makes the reader think and care about

the events (Murray, 1991). In writing feature, not only journalists need to pay attention to the content, but also, they need to pay attention to the ending. The ending should be the best part of the story to give the reader a sense of completion.

With the touch of fiction style of writing, feature can be dramatic, emotional or humorous depending on the issue that the news provides. News value that mostly appears in feature news is human-interest because feature mostly is about people story. The readers need to feel the environment around the events (Murray, 1991). Human interest can also be seen in a direct quotation or a description of the situation on the event. Feature must be well written and constructed so that the feel of the story can be well delivered to the readers.

1.5.2. The Principles in Translating Features

There is no language that is exactly the same in the meaning of the corresponding symbols or in the arrangement of the symbols in phrases or sentences (Nida, 1964). It means that there will never be identical correlation between every language in this world. Because of that reason, translation between one language to another can never be the exact same. There are many more levels in the process of translating other than just to translate or transfer one language to another. In the process of translating, it involves either literal translation or paraphrastic translation which means translation involving the importance of naturalness in TL.

Nida differentiates the factors of translation. There are three basic factors in translating;

1. The nature of the message

In translating a text, message and form are a part of consideration. Even both message and form can never be separated. In some texts, message can be the main consideration to make it more natural for TL readers; on the other hand, form also needs to be a priority. It depends on which type of text that is translated whether it is a poetry that obviously focuses more on the form to introduce the writer's style or a news which needs to be understood by the reader and focuses more on the message that is being informed.

2. The purposes of the translator.

Every translator has their own purposes on the TL. These purposes are important for translator to decide whether to make it suitable for the readers or to introduce the writing style of the original author. Translators most likely choose to make the readers fully understand the message of the text. Under this situation, translators choose to go with full intelligibility, for instance translating idioms to make it more suitable for TL readers

3. The type of audience.

Translator must know who the readers are. It could be children who have limited vocabulary, adults who can deal with both oral and written message easily, or specialists who understand more in their specific terms or words.

Those factors can help translator to decide where they want to go with their translation. In deciding which path translators want to go, translators also need to manage the level of equivalency. Nida stated that there are two types of equivalence; formal equivalence and dynamic equivalence.

1. Formal Equivalence

Formal equivalence focuses on the message's form and content. The main thing that needs to be considered in using this type is that the message on TL must closely match as the SL. Formal equivalence aims to translate as close as possible with the source; therefore, this type can also be called as source-oriented translation. Hatim and Munday (2004) also stated that formal equivalence is a principle which involves pure formal replacement of one word or phrase to another in TL. The problem in using formal equivalence is that this principle is demanding the readers to understand SL style of writing which can be very confusing for some people (Shakernia, 2013). Formal equivalence urges the translator to reproduce word as literally and meaningfully as possible with the form and content of the SL text. To achieve that level of equivalency, formal equivalence has several elements;

a. The grammatical units.

The translator needs to maintain the grammatical form by translating nouns by nouns, verbs by verbs, etc. Keeping the sentence in a complete form is the key in having formal equivalence. The translator also must maintain all the indicators, such as punctuations, paragraph breaks and poetic indentation.

b. The consistency of the word unit

The translator needs to transfer a particular term from SL text to a corresponding term in the TL. This type of principles can make TL text seems to be pushed and less natural. By keeping the consistency of the word unit, the TL would likely be meaningless sentence because the principle does not adapt to the TL structure.

c. The meaning of source context

The translator may not make any attempts in adjusting idioms. The translator is urged reproduce similar expression to portray the SL. This procedure makes the readers to be able to perceive the way that the SL text wanted to.

2. Dynamic Equivalence

In contrast with formal equivalence, Dynamic equivalence can be defined as a translation that is more communicative. The quality of the text should be transferred in the TL with the consideration of naturalness. This type of translation can change the form of the original text (Nida & Taber, 1982). The attention of dynamic equivalence is directed toward the TL. Nida (1964) described dynamic translation as “the closest natural equivalent to the source-language message.” Shakernia (2013) also stated that dynamic equivalence is a principle which translates SL “thought for thought” rather than “word for word.”

Therefore, in achieving a good natural translation, the process of translation has to fit these three characteristics;

a. The receptor language culture

It is very important for the translation to adapt with TL culture. This cultural characteristic includes grammar modification. SL and TL have a different grammar structure; therefore, the grammar needs to be shift to make it more natural. In some cases, it is inevitable when SL cultural word cannot be translated. In this case, translators are allowed to describe the SL cultural word with TL cultural description. Sometimes, footnotes are also used to naturalized SL cultural word.

b. The context of the particular message

A natural translation must be in agreement with the context of the particular message. It is not about the grammar structure but more to the context of the text. This factor can sometimes lose the style of the original author because the translators want to focus in naturalizing the text. Using this principle can make the SL word longer using description or definition in TL.

c. The receptor language audience

In translating using dynamic equivalence, the translators must consider whether the readers understand the whole text or not. in order to make the readers understand, the text should match the readers. This factor urges the translators to make adjustment in the process of translating the text to make it more natural and understandable for the target readers.

From the explanation above, there are many things that should be a consideration when translating text. In the writer's case is translating news. Cultural difference is one of the important aspects in translating news. Not only should the translator translate the objects and actions, but the translator should also transfer the feeling and belief of the source news (Xiong, 2014). In this case, the translators frame their construction of reality into a text and turn the knowledge into information. This information is the basic data or idea from the SL text that will be transferred to the TL with consideration of the target language, culture and naturalness. Then, the information is translated into TL which means that the text is reframed into another language (Darwish, 2006). Based on the explanations, the writer mostly used dynamic equivalence in order to translate feature news.

1.5.3. The Strategies in Translating Features

According to Newmark (1988), translation procedures are used in a smaller unit of a language. The difference between translation procedures or strategies with methods is translation methods focus on the whole texts, while translation strategies focus on the smaller unit such as words and sentences. The writer selects three experts as the guideline of his translation process. They are Newmark, Nida and Vinay & Darbelnet.

1. Transference

Transference is the process of transferring a SL (Source Language) word to a TL (Target Language) text as a translation procedure. Transference can be called as a loan word. There are two types of transference Transliteration and Naturalization. Transliteration focuses on the transference of different alphabets; and Naturalization focuses on the transference of a pronunciation and word-form of the TL (Newmark, 1988).

2. Borrowing

This procedure aims to introduce the SL cultural flavor to TL text. When the SL has a new technical terms or unknown concept, borrowing is the easiest procedure to translate them. This procedure never changes its lexical word meaning that the word stays exactly the same as SL, for instance food names “*tequila*” and “*tortillas*” will stays exactly the same in TL to keep the cultural flavor (Vinay & Darbelnet, 1995).

3. Cultural Equivalent

Cultural Equivalent is a translation depending on the cultural side. It is an approximate translation from SL cultural word and translated to the TL cultural word. This type of strategy is quite hard to maintain the level of accuracy because every culture has its own specific meaning that is different in other culture (Newmark, 1988).

4. Functional Equivalent

This procedure aims to deculturize a cultural word. It is used for cultural word which then change into culture-free word. Functional equivalent sometimes uses new specific term that naturalizes the SL word. this procedure stands in the middle of SL and TL word which meant that it uses universal word to translate SL word (Newmark, 1988).

5. Descriptive Equivalent

The aim of descriptive equivalent is the same with functional equivalent which to deculturize cultural word. the difference is that descriptive equivalent describes cultural word to make it neutral and understandable for TL readers (Newmark, 1988). The example is the word “*reog*” when it is translated to English, it becomes “*traditional dance originally from East Java, Indonesia.*”

6. Synonym

Synonym is a procedure in translating that find the closest TL equivalent to a SL word. this procedure is used when a precise equivalent may or may not exist and when there is no one-to-one equivalent. Synonym is appropriate when literal translation is not possible and because the word is not important, in particular adjectives or adverbs (Newmark, 1988).

7. Through-Translation

This procedure translates common collocations, organization names and sometimes phrases. It can also be called as loan translation (Newmark, 1988). Vinay and Darbelnet (1995) called this procedure as calque which is a special borrowing

where a language is translated literally. This procedure mostly used in translate international organization or any organization names, for instance “*Police Academy*” is translated into “*Akademi Kepolisian.*”

8. Transposition

Transposition involves the change of grammatical structure of SL to TL. In Nida (1964), this procedure is called as alteration. This procedure aims to naturalize TL text with its own grammatical structure. It could be the change of word class, such as SL verb “try” is translated as “*usaha*” in TL which is TL noun; the change plural form in SL, such as “those books are interesting” is translated into “*buku-buku itu menarik;*” The grammatical structure in SL that does not exist in TL, for instance the usage of past tense in English to Bahasa. Bahasa does not use specific grammar term in showing past time, such as “we were playing together” is translated into “*kami tadi sedang bermain bersama.*” The shift of adjective position such as “beautiful dress” is translated “*gaun cantik.*” The transposition sometimes does not have the same value; therefore, the translator needs to if it fits or not (Newmark, 1988; Vinay & Darbelnet, 1995).

9. Modulation

Modulation is a procedure which involves the change of perspective. This procedure is used when the TL disapproves literal translation. When translating a text with this procedure, the translator uses the change of point of view but still holds the equal meaning (Newmark, 1988). The example of modulation is the phrase “you’re a stranger” can be translated with modulation procedure as “*aku tidak mengenal mu.*”

Vinay and Darbelnet (1995) also stated that the change of passive and active phrase can also be called as a modulation procedure, such as “that book is used for decoration” is translated as “*dia menggunakan buku itu untuk sebuah hiasan.*”

10. Recognized translation

Recognized translation is the term for a translation using official TL that has been made. This procedure uses the accepted translation of any institutional term (Newmark, 1988). In Indonesia, this procedure of translation uses a guide book which is called *Pedoman Pengindonesiaan Nama dan Kata Asing*, for instance the word “flatware” is translated as “*peranti makan perak*” in the book.

11. Translation Label

Transitional label is a procedure which is used to translate new institutional term in SL. It is a temporary translation of the SL word. Since it is a temporary translation, the translator needs to use inverted commas to translate new institutional terms. These new terms can be done with literal translation (Newmark, 1988). For example, “*promosi (kenaikan pangkat)*” is translated as “social advancement” in TL.

12. Compensation

Compensation is used when loss of meaning in the SL is compensated in TL (Newmark, 1988). This procedure aims to get the naturalness of TL. Vinay and Darbelnet (1995) added that this procedure is used when a word in SL cannot be translated in the same place in TL. For example, SL phrase “a pair of scissors” is translated in TL as “*sepasang gunting.*”

13. Componential analysis

This procedure involves a comparison activity between SL word and TL word which both have the same meaning but the meaning does not have the obvious equivalency. This procedure is similar to descriptive equivalent. The difference is that descriptive equivalent aims to deculturizing cultural words while componential analysis is for general and common words. In the componential analysis, the SL word is translated into TL by detailing the component of the meaning in SL (Newmark, 1988).

14. Reduction and Expansion

These procedures are imprecise translation procedures (Newmark, 1988). Reduction is a depreciation of the SL where some of SL word components are removed, whereas expansion add components to the SL in TL. The example of reduction is the word "*ikan paus*" in SL is translated as "whale" in TL, vice versa.

15. Paraphrase

Paraphrase is an explanation of a word in TL. This procedure adds more detail to a particular word. It is used when the word is anonymous or has specific meaning (Newmark, 1988). The example of paraphrase is the word "Ramadhan" is translated into "Ramadan, the Muslim month of fasting."

16. Couplets

This procedure combines more than one above-mentioned procedure in a single problem. It can be Couplets, triplets, quadruplets and so on. The example is when using transference and functional or cultural equivalent at once (Newmark,

1988). The word “*tortillas*” in SL can be translated into “*tortillas, roti pipih tanpa ragi*” in TL. It combines procedure transference and descriptive equivalent.

17. Notes

This procedure adds additional information to the TL. The additional information is done with the consideration of clarity of meaning. It can be placed in the bottom of the text (footnotes), at the end of the text or sentence, or at the end of the book (glossary). Notes can be used to translate cultural words or technical terms (Newmark, 1988).

18. Literal

This procedure aims to translate SL into a grammatically and idiomatically appropriate in the TL. Literal translation is called word for word translation meaning that the translation will be the same. This procedure is commonly used for a language that shares the same culture to the other languages such as French and Italian. Literal translation will stick to the SL culture without adapting to SL culture (Vinay & Darbelnet, 1995).

19. Equivalence

This procedure aims to get a great equivalence in a certain situation. The same situation can be translated using a different structural method but still have a great equivalency. For example, in English they use the word “Ouch” to portray somebody gets hurt. That word can be translated as “Aduh” in Indonesia to portray the same situation (Vinay & Darbelnet, 1995).

20. Adaptation

This procedure is used when there are some messages in SL that is unknown in TL culture. Adaptation is also called as situational equivalence where the translators need to create another situation in TL that can be equivalence as the SL. This procedure aims to get the naturalness in translating SL to TL (Vinay & Darbelnet, 1995).

21. Addition

Addition is used for several reason. The first one is to fill out elliptical expression. Elliptical expression is an expression or a phrase which some of its words are omitted. The translator can add some words to make it suitable in TL. The second one is obligatory expression. This aims to avoid ambiguity in TL. The translator is allowed to add some more details to the TL. The third one is when required by grammatical restructuring. It is a fact that language is different with one another. In this case, the shift of voice and word class might happen. This third reason is also used when the translators want to change direct to indirect phrases or vice versa. The fourth one is the change of implicit to explicit status or vice versa. When translating certain language, the change of this status has to be done to make it clearer. If it is translated literally, it can create ambiguity. The fifth one is as connectives. It is used as a transitional to make TL easier to understand. When using additions as connectives, the translators should not add more information (Nida E. A., 1964).

22. Subtraction

In the process of translating, subtraction is one of the important aspects. There are several aspects in using subtraction. The first one is when there is repetition. Repetition is used when the writer wants to emphasize a word. Sometimes those repetition words should be omitted and replace them to another word such as pronoun. This aims to make a sentence briefer. The second one is when a sentence has too much conjunctions and transitional. Sometimes a sentence can be complicated because it has too much conjunctions and uses too much transitional. The translators are allowed to omit some conjunctions and transitional, or separate it into two sentences (Nida E. A., 1964).

1.6. Methods of The Report

1.6.1. Location and Participant

The writer did his internship at one of the biggest newspaper companies in Indonesia, Jawa Pos. The duration of the internship is one month or 23 days to be exact. There were several news choices at Jawa Pos, such as entertainment, national, sport, economy, international, lifestyle and etc. The writer chose international news so that his English ability could be used to make international news. His job was to find news on any available sources. In this case, the writer mostly used *Al-Jazeera*, *BBC*, *CNN*, *Agence-France Presse*, *Associated press*; and translated them into Bahasa Indonesia. He was urged to make the news as natural as possible for Indonesian readers.

On the first week of his internship, the writer gained so much knowledge related to journalism. There were many discussions involved during the internship. The writer spent his time translating total 18 news whether it was hard news or features. The process of translating news took about 1 hour. After the writer finished translating, he brought his work to show it to his supervisor. The supervisor read the writer's work and gave feedback. After receiving feedback, the writer revised the news based on his supervisor's feedback and correction.

1.6.2. Data Collection

In carrying out the case study, the writer used several instruments below:

1. Observation

The writer did observation to understand the strategies and principles used in translating news. he observed his work that he had done during the internship and the feedback that was given by his supervisor. After that, he analyzed his work with the principles and strategies mentioned above. By observing his work, the writer was able to include the principles and strategies in the process of translating news.

2. Interview

The writer interviewed his supervisor to know the standard in writing news. the interview aimed to help the writer to reach the goal of Jawa Pos's news writing standard. He also did the interview to better understand his supervisor's feedback and to know which part of his work that was not good enough.

3. Feedback

After the writer finished his work in translating news, he brought his work to his supervisor. The supervisor gave him feedback based on his work. The feedback was given to the writer so that he would be able to develop his ability in translating news. There were a lot of discussion involved when the supervisor gave the writer feedback.

1.6.3. Data Analysis

In terms of analyzing data, the writer used his documents, the translated news, to be analyzed. He combined his interviews and feedback that were given to him to know the mistake that he did and to make better news in the future. He also used several references to know the correct principles and strategies to be used in translating news.

<i>No</i>	<i>Unit of analysis</i>	<i>Data collection techniques</i>
1	The principles in translating feature	1. Documents (translated news) 2. Interviews 3. Feedback
2	The strategies in translating feature	1. Documents (translated news) 2. Interviews 3. Feedback

Table 1 triangulation of data collection techniques

1.7 Framework of The Report

