CHAPTER I

INTRODUCTION

This chapter deals with a general description of paper. It consist of research background, research question, research objectives, significance of the research, framework of thinking, and previous study.

A. Research Background

Globalization comes from the word global means world and lization means process. According to Richardson, Callaghan, and Wamala globalization is everywhere and nowhere: a perpasive powerful force that shapes the trivial and transcontinental alike, but remains elusive and complex or a process whose precise definition is fleeting and whose causes and effects defy easy explanation (Youde, 2019). Globalization has had a huge impact on the world, both negative and positive. One of the negative impacts of globalization is the mixing of the cultures of a nation with other nations so that the natural identity of that nation has decreased. However, globalization also has a positive impact, for example information is very fast and easily accessible. Apart from being easily to access an information, globalization also makes human live more practical. One of them is an internet. It facilitates works of human in various fields. One of them is in translation because it has online translator services in many languages in this world. So that the internet users could be free to choose the SL and the TL. This service is interesting enough because in this globalization era so many text are written in foreign language, especially in English. It could help human that unable to speak foreign language when reading and understanding the text in foreign language.

Nowadays we could find online translation websites easily as an impact of so many their users. Quoted from www.cnnindonesia.com that was posted on Monday, 06/07/2020 at

09.08 PM. This news told that there are 5 most used online translators. They are *Google Translate, Bing Translator, Yandex Translate, iTranslate*, and *Sederet.com*. This news stated that they are the most frequently used online translators of English-Indonesian and have a high degree of accuracy. While their users come from all over the world to do their job, assignment, just an entertainment, and so on. (www.cnnindonesia.com).

Although those online translators could make our job to be easier to do and so many users of them but we find the fact that their translation result is not good enough, even could not be understood. Because of that reason we need to examine those translators, especially *iTranslate* and *Sederet.com*. To examine them the writer is going to discuss the translation method and translation quality assessment of them.

According to Catford (1965) in *A Linguistic Theory of Translation*, translation is a transfer of discourse from the source language into the target language on the condition that it must be commensurate. Catford in this case emphasizes the equivalence between SL and TL because if it is not equivalence then it could change the meaning of a text. Levy has a different opinion. He said that translation is a skill possessed by translators in choosing diction according to contextual meaning. In choosing the diction, the translator has a freedom based on the results of strong considerations and does not go out of context (Djuharie, 2014).

Levy's opinion is same as Larson's idea in his book *Meaning-Based Translation: A Guide to Cross-Language Equivalence* which states that translation is changing the form from SL into TL while maintaining the same meaning. According to him the translation includes lexicon, grammatical, culture and situation analysis from SL and TL. After paying attention to these things the translator have to reconstruct it into TL so that we could make the same meaning in a

different language. Newmark gives an addition definition in *A Textbook of Translation* that translation as the expression of the text meaning into TL that accordance with the author's intention.

One of the important things need to be considered when translating an English text into TL is the method because different method will result different translation product. These methods must be matched to the context of the sentence because if not it will produce a bad translation. Meanwhile translation quality assessment for each people must be different because they have different experience, background knowledge, place, and so on. That's why we need one thing to determine translation quality assessment. Nababan and his friends gave their opinion about a quality translation. According to them a quality translation have to consist of 3 things, they are accuracy aspect, acceptability aspect, and readability aspect. Each of their value is 1-3 (Nababan, 2012).

In this research the writer takes two online translation services will be discussed, they are *iTranslate* and *Sederet.com*. *iTranslate* is an online translator application that could translate about 80 languages. It was made in Australia on 2009. The advantage of it is user interface so that the users could operate it easily. The users could operate it in offline mode. It is very important for users that have problem of internet connection. The data could be input by voice message with written translation product (www.cnnindonesia.com). Meanwhile *Sederet.com* is an online translation service comes from Indonesia. For this time this site only able to translate a text from English into Indonesian or Indonesian into English. Apart from providing a translation service, it also provide some features to study English such as grammar, writing, idiom, conversation, general, vocabulary, speech, general English, listening, even TOEFL (www.sederet.com).

Writer chooses *iTranslate* and *Sederet.com* because they are in the third and fourth rank as the most used online translator. While the object of this research is translation products of them. To examine their translation products writer uses an article from *Jakarta Post* under the title *Pancasila, Democracy Vs 'Khilafah': Challenge for Indonesia* was posted on Monday, October 19, 2020 at 03.00 pm. Writer chooses article of *Jakarta Post* because it is one of the most famous English newspaper in Indonesia.

The reason makes writer is interested in discussing translation methods and translation quality assessment on online translation services, especially *iTranslate* and *Sederet.com* is because even though they are widely used by online translator users, but often found that translations are not good enough, even difficult to be understood. Therefore the writer is interested in examining the translation methods used by the 2 online translators and how the quality of the resulting translation is.

B. Research Question

The researcher is going to discuss translation method and translation quality assessment on *iTranslate* and *sederet.com*. Many internet users use online translator services, but the result is dissatisfied, even cannot be understood. Based on the background in this study above the writer concludes that there are two questions that will be the main focuses on this research, they are:

1. What translation methods are used on *iTranslate* and *Sederet.com*?
2. How is the translation quality assessment on *iTranslate* and *Sederet.com*?

C. Research Objectives

Based on the formulation of the research question above the researcher has some aims, they are :

1. To observe the translation method used on *iTranslate* and *Sederet.com*.

2. To analyse the quality translation assessment on *iTranslate* and *Sederet.com*.

D. Significance of the Research

1. Theoretical

Theoretically this study provides theoretical views about the translation quality assessment and translation method from English into Indonesia on online machine translators especially *iTranslate* and *Sederet.com*.

2. Practically

Practically this study is expected to give contribution to lecturers, students of university especially from English department, and other researchers who are interested in translation field. For the lecturers it might be a reference in teaching translation especially about the method and translation quality assessment. For the students it might be a reference in studying translation and for the other researcher it might be a reference to study about translation and to find out the other problem of research in translation. This study also can be useful for *iTranslate* or *Sederet.com* users to know the method and their translation quality assessment.

E. Framework of Thinking

Translation is a process of transferring a language into another language. It is not only change a language from SL into TL, but we need to concern to some aspects to make sure that the message of SL could be conveyed into TL clearly. In this globalization era we could translate a text easily by using online machine translators. Online machine translator is an internet service to translate a text from SL into TL. We

just go into an online translation website to input the data in an SL column then tap the translation button into TL. After that the translation result would be appeared. Two of the famous online machine translators are *iTranslate* and *Sederet.com*.

iTranslate is an online translator application that could translate about 80 languages. It was made in Australia on 2009. Its advantage is user interface so that the users could operate it easily. The users also could operate it in offline mode. It is very important for users that have problem of internet connection. The data could be input by voice message with written translation product. (www.cnnindonesia.com). Meanwhile *Sederet.com* is an online translation service comes from Indonesia. For this time this site only able to translate a text from English into Indonesian or Indonesian into English. Apart from providing a translation service, it also provide some features to study English such as grammar, writing, idiom, conversation, general, vocabulary, speech, general English, listening, even TOEFL (www.sederet.com).
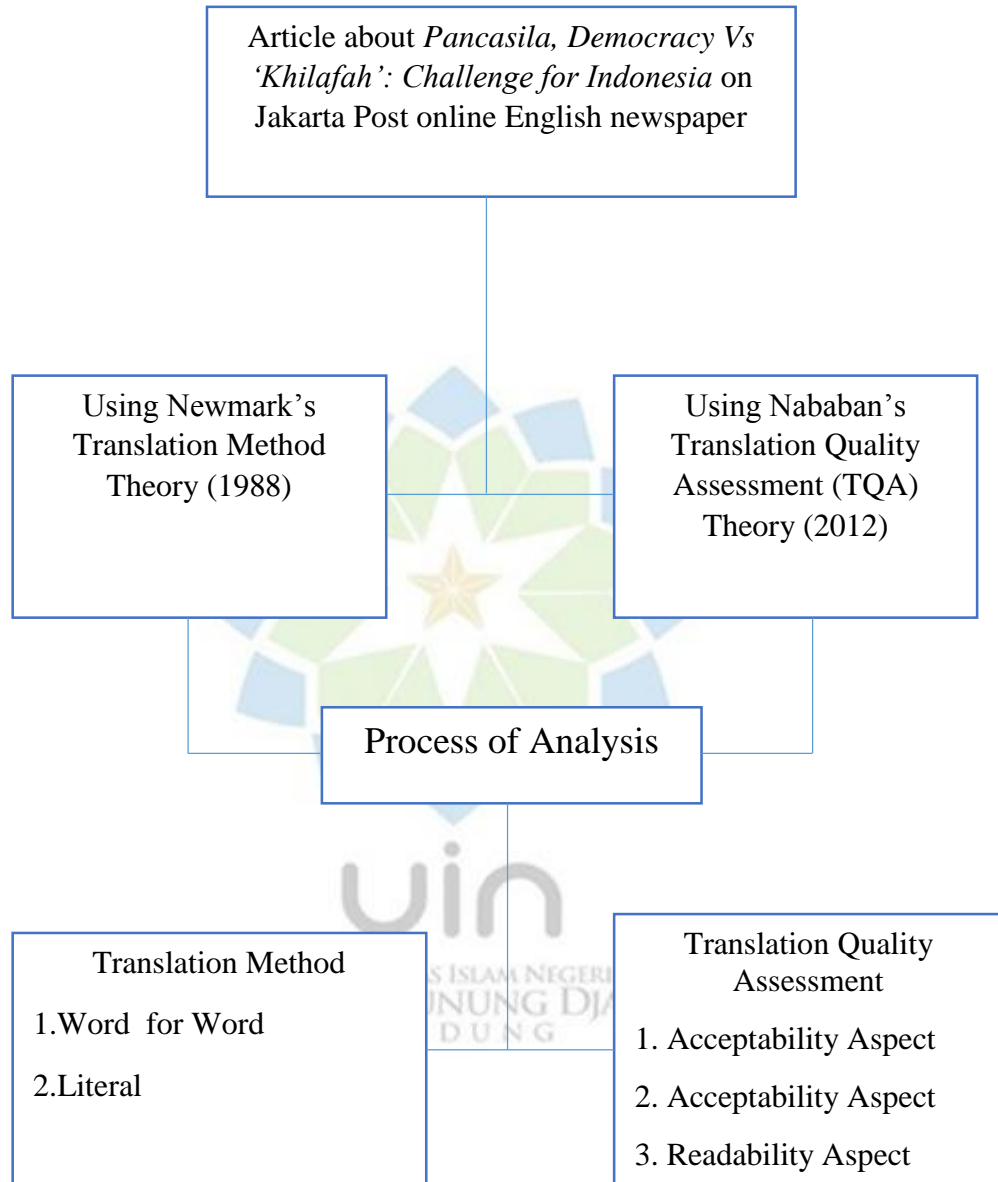
One of the important thing when translate a text is determining the translation method. Newmark tells there are 8 translation methods that illustrated by the flat V diagram below (Djuharie, 2014). The methods are word-for-word, literal, faithful, semantic, adaptation, free, and idiomatic translation. Those methods are related to translation quality assessment. So when we are going to translate a text we need to determine translation method to make sure that translation result would be agree with the context.

To determine the translation result is good or not we need to have an indicator. One of them is the theory of translation quality assessment of Nababan and his friends. They said that to make a good translation it has to have 3 aspects. They are accuracy aspect, acceptability aspect, and readability aspect (Nababan, 2012). In this context accuracy aspect is the evaluation of the translation to ensure that

SL and TL are equivalent. The equivalence aspect refers to the similarity in content or message between the two languages. Acceptability aspect relates to the rules, norms and culture that apply to the TL society. Even though the translation is accurate if it does not meet the acceptability aspect, so the translation will be rejected (Nababan, 2012). Readability aspect must include the SL and TL in accordance with the essence of the translation process which must have an involvement between those two languages. However, a translator has to understand the readability aspect both the SL and the TL in order to translate the text professionally.

Figure 1.1 Framework of Thinking

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┌─────────────────────────────────┐
│  Article about Pancasila,        │
│  Democracy Vs 'Khilafah':        │
│  Challenge for Indonesia on      │
│  Jakarta Post online English     │
│  newspaper                       │
└─────────────────────────────────┘

┌──────────────────┐        ┌──────────────────┐
│ Using Newmark's  │        │ Using Nababan's  │
│ Translation      │        │ Translation      │
│ Method Theory    │        │ Quality          │
│ (1988)           │        │ Assessment (TQA) │
│                  │        │ Theory (2012)    │
└──────────────────┘        └──────────────────┘

          ┌─────────────────────┐
          │ Process of Analysis │
          └─────────────────────┘

┌──────────────────┐        ┌──────────────────────┐
│ Translation      │        │ Translation Quality  │
│ Method           │        │ Assessment           │
│ 1.Word for Word  │        │ 1. Acceptability     │
│ 2.Literal        │        │    Aspect            │
│                  │        │ 2. Acceptability     │
│                  │        │    Aspect            │
│                  │        │ 3. Readability       │
│                  │        │    Aspect            │
└──────────────────┘        └──────────────────────┘
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F. Previous Study

In discussing this study writer uses some previous studies. First previous study employed by Mahanka (2010) under the tittle *The Translation Method Used in Facebook*. This research aims to find out the translation method used in translating English into Indonesian

language in social networking on the Facebook website and to find out the English-Indonesian translation quality of translating English into Indonesian language in social networking on the Facebook website. The result is the researcher finds 82 sentences in home and profile, 33 sentences were translated used near idiomatic translation, 30 sentences were translated used idiomatic translation, 16 sentences were translated inconsistent mixture and 3 sentences were translated literally. It has quality around goodness and fair categories. It cannot be said as an excellent translation because only limited between the idiomatic and inconsistent mixture.

The second study adopted from Sadam (2013) by the tittle *The Translation Methods in Translating Announcement from Indonesia into English*. Its aim consist of to analyse the translation methods by Google translation application, to examine the translation methods done by the students, and to analyse the differences and similarities between google translation and students translation on announcements. The result of this research finds that google translate commonly use word by word translation and literal translation. While the students use word by word translation, literal translation, faithful translation, and semantic translation. The data shows that students' translation is more accurate than google translation application.

While the third study comes from Millah and Saehu (2017) by the tittle *The Assessment of Translation Quality in Freetranslation.com*. This study aims to figure out the quality of FreeTranslation.com based on Larson's on some aspects. They are accuracy, clarity, and naturalness. The writers used descriptive qualitative method in explaining their study. The result of accuracy is bad score (11 points), fair score (16 points), good score (3 points), and excellent score (0) point. The score of clarity aspect is bad score (13 points), fair score (14 points), good score (0 point), and excellent (0) point. The last aspect is naturalness. The score is bad score (14 points), fair score (12 points),

good score (0) point, and excellent (0 point). All of those scores have been validated by the expert translator. So it could be concluded that the quality of *FreeTranslation* is still bad on accuracy, clarity, and naturalness aspect.

The differences between those previous studies and this present study could be seen from the online translator services. They use *Google Translate, Bing Translator*, and *Freetranslation.com.* While this study use *iTranslate* and *sederet.com*. All of those online translators come from foreign, but one of this study comes from Indonesia, it is *sederet.com*. So we could see the different quality between Indonesian product and foreign product in this field. In this study the writer also use theory of Nababan and his friends to determine translation quality assessment while none of them use Nababan's theory to determine the quality of translation.