

CHAPTER I

INTRODUCTION

A. Background of Research

The rapid development of various aspects of human life such as economics, social, cultures, politics, and technology, leads to global human interactions. This fact has significantly encouraged the emergence of the need for translators as agents in bridging the interaction of different languages. For example, in 2015, dozens of translators were needed to accompany the delegates from countries in Asia and Africa during the Asian African Conference Commemoration (AACC) in Indonesia. Before this agenda, there had also been many state agendas involving translators in participating to bridge the language differences. In the field of written text translation, a number of government agencies and multinational companies require translators, either becoming permanent or freelance translators, to translate reports and documents presented in Indonesian or foreign languages, as well as becoming mediators and interpreters when meeting with foreign parties. The need for translators in Indonesia has also been mentioned previously by Dr. Chairil Abdini during the opening ceremony of education and training of translators and interpreters in the Ministry of State Secretariat. Abdini (Public Relations of the State Secretariat, 2013. http://www.setneg.go.id/index.php?lang=en&options=com_content&task=view&id=6896, September 8, 2018) stated that with the growth of the

Indonesian economy, many translators and interpreters were needed for the nation to facilitate the cooperation made by Indonesia with other countries.

With the increase in the need for translators caused by international developments, Indonesia particularly has significant growth in the number of translators. Dozens of freelance translators appear and offer translation services through electronic or printed media, as well as translation service institutions which then provide translation services to meet the needs of the community. Nevertheless, this phenomenon creates its own problems for the translation service consumers. For example, they feel confused when choosing qualified translators or translation service institutions, so they randomly recruit translators or use translation service institutions that might not be professional. The professionalism of translators and translation service institutions, either directly or indirectly, are determined by the quality of the translation output. In line with this, in the same agenda, Abdini (Public Relations of the State Secretariat, 2013. http://www.setneg.go.id/index.php?lang=en&option=com_content&task=view&id=6896, September 08 2018) stated that translators and interpreters were required to be more professional. The increasing cooperation between Indonesia and other countries opens up a very wide opportunity for translators and interpreters to involve. In other words, professionalism is an aspect that needs to be considered by translators as the agents, as well as the consumers when choosing a translation service institution. Professionalism relates to the skills of the translator and the quality of the translation output. The translators are claimed as professional if they can produce a qualified translation output.

One of the most popular translation services in DKI Jakarta is the International Language Institute of Universitas Indonesia (LBI UI). The institution was established by Universitas Indonesia as a part of Faculty of Humanities. The language services provided by International Language Institute of Universitas Indonesia (LBI UI) are teaching Indonesian and foreign languages, translation development programs (courses and translation services), and language proficiency tests. Specifically, the types of translation services provided by the International Language Institute of Universitas Indonesia (LBI UI) are text translation, interpreting, proofreading, editing, in-company training, and language consultation. For the matter of text type, the International Language Institute of Universitas Indonesia (LBI UI) is able to translate various text types including general texts such as journalism and speech; specific texts such as law, literature, and academic texts; and documents such as certificates, transcripts of certificate, and birth certificates.

The researcher's decision to select the International Language Institute of Universitas Indonesia (LBI UI) as the research subject was based on the popularity of the institution in the community, especially in DKI Jakarta. The quality of the institution was proved by the appointment of the International Language Institute of Universitas Indonesia (LBI UI) as the only institution in Indonesia that organized Translator Qualification Test (UKP) and collaborated with the government of DKI Jakarta in selecting sworn translators (Adhi, M. Ramdhan, 2011. <https://www.hpi.or.id/kiat-memilih-penerjemah>). Most translators who work at that institution are members of Indonesian Translator

Association (HPI). The popularity of this institution has been wide-known by the society, but there has never been a study aiming to measure the quality of the translation output from International Language Institute of Universitas Indonesia (LBI UI). To measure the quality of the translation service institution, their translations are very important aspects to be analyzed. This research aimed to describe the quality of International Language Institute of Universitas Indonesia (LBI UI), and the findings will be very useful for the translators and the students from the translation studies especially.

Furthermore, to produce a good quality translation, variety of text types might become one of the obstacles for the translator because each type of text requires specific treatments by the translator in the process of translation. Besides that, the cultural elements of a region or country of the source text are the obstacles that also need to be considered due to the fact that each region or country has its own cultural units that are different to each other. There might be similar cultural units, but there are also other cultural units that might not probably be found in the target region or country. This statement referred to the theory of Newmark (1988: 95) which stated that the cultural aspects including material, religion, social, social organizations, customs, activities, procedures, sign languages, and ecology are types of word that were difficult to find the equivalents.

One kind of variety of text type is legal text. In translating the legal text, the accuracy of the translation is the main aspect to focus. The translator is legally required to translate as closely as possible in terms of word choices, phrase,

sentence, and paragraph arrangements, eventough it might be not common for the target reader. The translator is allowed to ignore the acceptability and the readability aspects because the translation must be quite the same with the original text.

The second kind of variety of text types is informative text, such as brochures, reports, manual books, etc. The purpose of writing this text is to introduce or inform something to the target readers. Because of this purpose, the translation must be closer to the target reader's language, so the translator needs to consider the chosen terms from the perspective of the culture of the target readers. If the terms are unfamiliar for the target readers, the quality of the translation will decrease automatically.

Another kind of the variety of text types is expressive text, such as short stories, novels, dramas, poetries, etc. For this kind of text, the purpose of writing is to entertain the target reader. The aesthetic aspect of the text needs to be focused by the translator. Because the expressive text is written to entertain, the text is supposed to be easy to read according to the register of the text. Therefore, the translation should be readable for the target readers so that they can be easily amused by the translation.

With this in mind, this research aimed to find out how International Language Institute of Universitas Indonesia (LBI UI) solved these problems and was able to transfer the cultural elements of the source language to the target language correctly, was in line with the consumer's demand, and referred to the basic theories of translation. Besides that, this research also tried to find out the

translation techniques used as an effort to transfer the cultural elements from the source language to the target language.

The translation output of International Language Institute of Universitas Indonesia (LBI UI) was the data source in this research. The source text types were varied and referred to the three text types proposed by Reiss which are informative, expressive and operative texts. Then, the researcher provided raters to assess the quality of the translation outputs by considering the predetermined aspects of the translation quality evaluation. Meanwhile, the analysis of the translation techniques was examined directly by the researcher as a part of the research process.

B. Problem Identifications

Based on the background above, there are several problems, namely:

1. There has been no research which analyzes the translation quality of the translation service provider scientifically yet.
2. The variety of text types is one of the obstacles to produce a good quality translation.
3. Inaccuracy in translating the cultural terms affects the translation quality.
4. Inaccuracy in using translation techniques to translate the cultural terms affect the translation quality.

C. Problem Limitation

The research is limited to the scope of research and funding. The research scope is limited to the subject of the research, which is the examples of expressive, operative, and informative text translations from International Language Institute of Universitas Indonesia (LBI UI). Meanwhile, the research funding is limited to only be able to analyze three translations. However, this matter does not reduce the essence of the research result which is the quality of the translation because what should be analyzed and take into account is the quality of the translation, the number of pages of the translation is not something that affects the result of the research.

D. Problem Statements

Based on the problem identification above, the problem statements of the research are:

1. How is the translation quality of the sale and purchase agreement letter if it is assessed from the accuracy aspect, the city profile booklet from the acceptability aspect, the short story from the readability aspect, and those three texts from the aspect of content and face equivalence?
2. What translation techniques does the translator apply in translating terms containing cultural categories of material, social, as well as organization, customs, activities, procedures, and concepts in the three texts?
3. How are the effects of translation technique towards the quality of the translated cultural terms in the three texts?

E. Research Objectives

In general, the research objective was aimed to analyze the quality of the translation output of International Language Institute of Universitas Indonesia (LBI UI), but specifically, the research objectives were:

1. Describing the translation quality of the sale and purchase agreement letter, city profile booklet, and short story by considering four aspects of quality assessment which were the accuracy for the agreement letter, the acceptability for the city profile booklet, the readability for the short story, as well as the content and face equivalence for those three texts.
2. Describing the translation techniques used by the translator from International Language Institute of Universitas Indonesia (LBI UI) in translating terms containing cultural categories of material, social, as well as organization, customs, activities, procedures, and concepts.
3. Describing the effects of translation technique towards the quality of translated cultural terms in the sale and purchase agreement letter, city profile booklet, and short story.

F. Research Significances

The research significances are giving information about the translation quality of the three texts translated by International Language Institute of Universitas Indonesia (LBI UI). In addition, this research hopefully is able to give benefits to the translators as a consideration and references in solving translation

problems related to the cultural terms, so that they can produce translations with good quality.