

# CHAPTER 1

## INTRODUCTION

### A. Background of Study

Technological developments are currently growing very rapidly. From now on, distance and time no longer seem to be barriers to communication. People who are on different islands and even different countries are now able to convey communication and even be able to display it visually. One of the things that is currently trending is internet and electronic-based activities. Nowadays, in the digital era, people all over the world used social media, which is usually used to facilitate interaction between fellow users who used the application, whether friends, relatives, or even people we don't know. This interaction is called two-way communication, social media is also used to build a person's self-image or profile. Usually many people used the internet to get information, but currently the internet has many functions, not only as a medium for seeking information, but also as a medium for communicating with other people, one of which is social media.

Social media is also defined as a tool or method used by many people to share information in the form of text, images, audio and video with other people and companies or vice versa, according to Kotler and Keller (2016: 642). Meanwhile, according to Istiqomah & Nugraha (2018), social media is media that contains applications for creating content or

messages by sharing using internet media such as blogs, Twitter, Facebook, Instagram. Instagram social media is following other Instagram user accounts. Photos that they wanted to upload with the camera or in our own cell phone album. After the photo you wanted to took or upload, the uploaded photo can be given an explanation about the photo or in other words, a caption can be made for each uploaded photo. Many of them also provide "captions" to explain the meaning of the photo. Apart from captions, many people also like to comment or gave expressions in the comments column. The word "comments" sounded familiar to their ears. As social media Instagram develops, comments are never separated from uploading photos and accompanying captions. According to Dardjowidjojo (2005:49) the perception of speech is not an easy thing for humans to did because speech is a verbal activity that slides without a clear time limit between one word and another. Speech is the pure sound (speech), direct, of the one who is speaking.

One of the technology in Instagram is translation application it can translate any text found in captions and comments. Instagram has its own way of translating, namely providing translations automatically. When translating words, phrases and sentences, each user had their own procedures. However, subtitles on Instagram translate non-standard language, sometimes using ambiguous language with ineffective sentences. In addition, excessive used of words also often occurs in

Instagram captions. The actual used of two meaningful words is not necessary because using either of the two words is enough.

Whereas, translation in general is an activity that transfers the meaning of a text from one language to another according to what was intended by the author of the text. Translation is basically an activity of transferring meaning (in linguistic units) equally in all languages. This means that in translation, the meaning transferred must be maintained, taking into account the selection of equivalents. Meanwhile, translation is very important for anyone who wants to know or introduce things belonging to a nation to other people. This phenomenon made researchers interested in analyzing the translation of the comment column because the translation of the Instagram comment column contains many sentences or words that are difficult for readers to understand in Instagram's automatic translation.

Before going into examples of Instagram translation applications, researchers had examples of general translations such as "*ayolah, kamu melukai hatiku*" in English which was "*Come on, you hurt my heart*".

Translation involves many activities, translation is the result of translating a book from the source language into a particular language, both in style, meaning and context. Catford (1965:20) said that translation is " The replacement of textual material in one language by equivalent textual material in another language".

However, the account that would be used is the Lucas\_xx444 Instagram account. Lucas is a former boy band idol from Korea, his real name is Huang Xuxi, he comes from Hong Kong. And before Lucas left or resigned from the boy band group, he actually came from a boy band group that is famous among young people today, namely Nct, whereas in the Nct group there are divisions into several units, namely Nct Dream, Way V, Nct 127, Nct U, while For Lucas himself, he was in the Way V and Nct U groups. But currently, since May 2023, Lucas has reportedly left the boyband group because there are rumors from netizens who say that Lucas abuses women. After these rumors circulated, there were many insults from netizens in the comments column on Lucas's account. Apart from the many insults from netizens, Lucas fans also don't want to be outdone in flooding their idol's comments column with support for Lucas and they flood the comments column because they wanted hate comments towards Lucas to be covered up by supporting comments from all of Lucas's fans.

Example in the Instagram comments column there is the sentence *"Lucas, if you read this I hope you understand. Indeed, sometimes we are fragile but we must not forget to get back up. Don't let the world rule you but this is your world. You rule the world, not the world, don't let them destroy all your dreams Cheers okay? I hope you come back with enthusiasm remember many miss you Don't make them sad."* commented *Aurora\_zhr18* on the *Lucas\_xx444* account, in Indonesian which was

translated by Instagram "*Lucas jika kamu membaca ini aku harap kamu mengerti Memang, kadang kita rapuh tetapi kita tidak boleh lupa untuk bangkit kembali, Jangan biarkan dunia menguasai Anda tetapi ini adalah dunia Anda Anda yang mengatur dunia, bukan dunia, jangan biarkan mereka menghancurkan semua impian Anda. Cheers oke? Aku harap kau kembali dengan penuh semangat ingat banyak yang merindukanmu jangan membuat mereka sedih.*" It's not even necessary because the comments translated by Instagram turned out to be irrelevant to the original previous comment. So *Aurora\_zhr18* comment to *Lucas\_xx444* above is said to be irrelevant because it has meaning that is far from the actual meaning to be used as understanding for the reader.

As according to Newmark (2001: 7) states that translation is a work that consists of an attempt to replace a written message or statement from one language with the same message or statement in another language. The aim is to produce sentences as accurately as possible with the grammatical and lexical characteristics of the original source language by finding the target language. At the same time, all factual information in the original text must be preserved in the translation. Therefore, it is intended to describe translation problems in the Instagram application in terms of the meaning and strategy in the Instagram application. So the researcher is interested in analyzing what translation strategies would be used by the Instagram application to translate and proposes to conduct

research "An Analysis of Translation Strategies for Fans' Support Comments on Instagram Account @Lucas\_xx444".

## **B. Limitation of Study**

The researcher studied translation on the Instagram application in relation to the types of strategies and focus on translation analysis and strategies. So that the researcher is in accordance with the object of his research, the researcher created research boundaries. This research focuses on the structural translation strategies applied in translating Instagram application text. And in this research researchers would focus on what structural strategies would emerge. And researcher focus on describe the structural strategies that are often used in Instagram support comments on the @Lucas\_xx444 account in May-December 2023.

## **C. Problem Statement**

Based on the background of the studied and the focus of the studied described above, the authors found two problems raised in this study related to the results of the translation of the text translation feature in the Instagram application as follows.

1. What structural strategies often appeared in translations in the an analysis on translation strategy on fans' support comments on instagram account @Lucas\_xx444?

2. What are the most dominant of the structural strategy used in translating Instagram text in an analysis on translation strategy on fans' support comments on instagram account @Lucas\_xx444?

#### **D. Objective of Study**

1. To find out what structural strategies often appeared in the translation of Instagram texts on account @Lucas\_xx444 in this research..
2. To find out what are the most dominant of the structural strategies are used in translating text in the Instagram application on account @Lucas\_xx444 in this research.

#### **E. Benefit of the Study**

The reason why researcher makes a research is to got the benefit. By doing this research, the researcher expects some benefit from this research, those are:

1. Theoretically Benefit

This research wanted to had contribute to translation for world development, besides that have experience in translation strategies. Meanwhile, in this research the author only focuses on the procedures applied to translating words, phrases and sentences.

## 2. Practical Benefit

- a. For the reader, this research would give new knowledge about translation.
- b. For the next researcher, this research can be used as reference to do another research on translation strategies.





## CHAPTER II

### THEORITICAL REVIEW

#### A. The Definition of Translation

Translation is one of the parts of language that is very important to communicate with other. By using translation, people can learn and understand each other's language and cultures. There are many theories that explain about definition of translation.

Newmark (1988:5) also stated that translation is rendering the meaning of a text into another language in the way that the author intended text. In Newmark's statement, translation is a way to found the equivalent meaning from source language into target language so the audience knew about the author intention. From the quote above, translation is rendering the meaning of a text into another language according to the author's intentions, into the target language so that the audience knew the author's meaning.

Another definition put forward by Nida and Taber (1969:12), translation is the re-disclosure of messages from the Source Language (TL) into the Target Language (TL) with the closest and fairest similarities, in terms of meaning and language style.

From by Nida said, translation is not only about re-expressing messages from the Source Language (TL) into the Target Language (TL), but about looking at the meaning and style of the language. The meaning

is priority in translating message. Next is in the style but nevertheless from meaning.

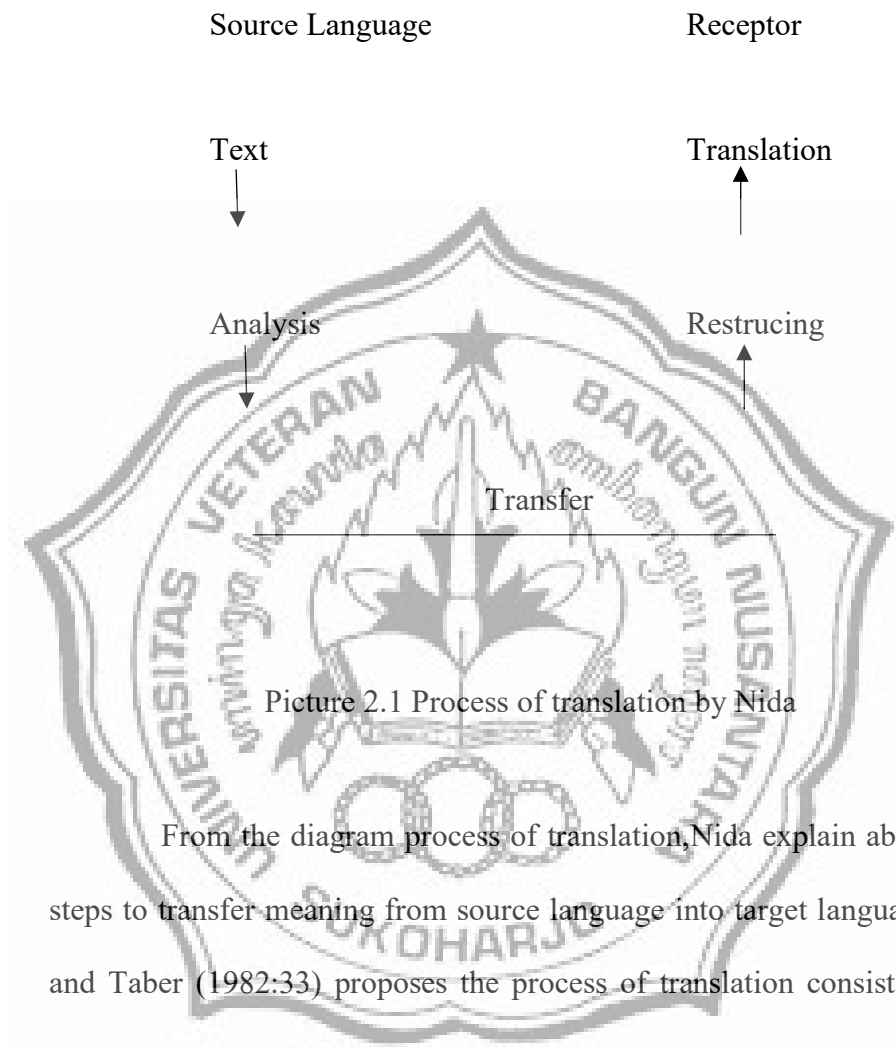
Newmark (1981: 7) defines translation as-a craft consisting in the attempt to replace a written message or statement in one language by the same message and statement in another language. Which is done by moving from the first language form to the second language form. Then that is what is being transferred and must be held constant.

### **B. The Process of Translation**

The translation process is a model method or steps used to describe the thought process carried out by the translator when translating meaning from the source language to the target language. The translation process is very important for a translator to pay attention to. If the translator does not carry out the process well, the translator will not produce a good translation.

Translation as it should be is defined as a shift in form and meaning from the source language (SL) with equivalent textual material in another target language (TL), (Catford, 1965:20; Brislin, 1976:1; Newmark, 1981:7). Nida and Taber (1969:12) consists in reproducing in the receptor language the closest natural equivalent of the source language message, first in term of meaning and secondly in terms of style. According to them, in reproducing messages, the aspect of meaning is the main concern and the importance of form and style, therefore translation

did not just change one language to another, but also conveys messages from SL to TL.



Picture 2.1 Process of translation by Nida

From the diagram process of translation, Nida explain about three steps to transfer meaning from source language into target language. Nida and Taber (1982:33) proposes the process of translation consist of three stage :

1. Analysis

The steps of analyzing grammatically and semantically involve the meaning of words and word combinations. Translation activities begin with analyzing the source language text because the translator is always faced with the source

language text. After that, the reader of the sentence is intended to understand the contents of the sentence. Linguistic analysis carried out on the source language text touches on various levels such as sentences, clauses, phrases, and words. Analysis at this level is considered necessary because every text is formed from it. The ability to understand the meaning is the main capital for understanding the contents of the text as a whole. The goal is to help translators change complex sentences into simple sentences in their translations.

## 2. Transfer

The next step after the translator understands the meaning and structure of the source language, then he will understand the contents of the sentence and the translator can also transfer the contents, meaning, messages contained in the source language into the target language. In this process takes place in the mind of the translator which will later be expressed in the target language orally or in writing.

## 3. Restructing

This step is at the restructuring stage where the translator needs to pay attention to the language variety to determine the language style that is appropriate to the type of text to be translated. The translator also needs to pay attention to who the translation is intended for. If the stage in analyzing the

understanding of the source language text, transferring content, meaning, message, in SL to TL and alignment is complete, then the translator has produced a translation

Another theory is explained by Newmark (1988:19) regarding the translation process which suggests that the translation process begins with choosing the right method approach. Newmark said the translator translated the text by considering four levels:

- (1) The source language text level
- (2) The referential level or the level of the objects and events, whether it is real or imaginary
- (3) The cohesive level
- (4) The level of naturalness

In this research, the researcher used the theories stated above as a guide further research, in understanding the translator's translation process which can later was used as a tool to categorize several of these things. Translation procedures are applied in captions on Instagram.

### C. Translations Strategies

Translation strategies according to translation experts have designed various procedures to handle various types of texts in translation. Meanwhile, translation strategies are also interpreted as a way to adjust the grammatical structure to the target language so that readers can be

accepted or understood. Meanwhile, according to Noor, Yumna and Emzir (2018:49) several translation experts use different terms in providing solutions, so that translators can produce acceptable and accurate translations. They say Baker uses the term strategy, Monila and Albir use the term technique, and Newmark uses the terms method and procedure. So translators can use various different procedures according to the contextual aspects of both the source text and the target text. This type of translation is the same as Newmark's translation method. Newmark (1988:45) divides translation methods into two emphases, namely source language oriented and target language oriented.

Meanwhile, according to researcher only focus on structural strategies. Because structural translation strategies as strategies applied by translators related to sentence structure.

The following is one of the translation procedures proposed by Newmark (1988), namely this structural strategy must be followed by the translator to translate so that the translated text is structurally acceptable in the target language. And this strategy consists of addition, subtraction, and transposition.

a. Addition

This strategies add some words into target language because it is requires in structure of target language. The addition strategy must be used by translator to make the sentence are acceptable

in target language structure. This addition is not an option but a necessity.

Example :

-SL : Dear Sir.

-TL : *Yang Terhormat*

b. Subtraction

The reduction in the structural element in target language. This reduction is not an option but a necessity.

Example :

-SL : his wife is an teacher

-TL : istrinya guru

The structural element is verb “is an” subtracted from SL. This subtracted must be done because structural language in TL requires it.

c. Tranposition

The strategy involving a change in the grammar from source language. The translator changed the original structure of the source language in the target language sentence.

Example :

-SL : we must all responsible for the existence of fresh water

-TL : kita semua bertanggung jawab untuk menjaga air bersih.

This sentence has change noun phrase in SL to verbal phrase in TL.

#### **D. Instagram**

According to Macarthy (2015: 191) Instagram is a social media application that is based on someone who likes visuals and had fun features to used in capturing photos, to be uploaded to a feed page that can was seen by many people. And it turns out that Instagram is not only for uploading photos or videos, but we can also comment on uploaded photos or videos, whether it's from our account or someone else's account.

Instagram has become a community where we can capture and share the world's moments simply and beautifully. Some moments, However, it took more than a static image to come to life. Until now the story has disappeared from Instagram.

As instagram grew, we saw people sharing photos from all over the world, from one country to another and even under water. They are flattered by the stunning photos of people life that can was witnessed daily on Instagram, and they gave thanks a lot for being a part of this thriving community.

#### **E. Previous Research**

There are references of studied which had relation with this research. The first previous studied is researcher examines an arbitrary journal which uses the title "EXPLORING TRANSLATION STRATEGIES OF JAPANESE MANGA IN GOOGLE TRANSLATE AND KOMIKCAST TRANSLATION" written by Badriyah Yusof and



Hassanal Basuni. Where the same research as mine examines a translation strategy, the only difference is the used of the translation strategy and the media used. Whereas in the research "EXPLORING TRANSLATION STRATEGIES OF JAPANESE MANGA IN GOOGLE TRANSLATE AND KOMIKCAST TRANSLATION " they used translation strategies such as Literal Translation, Borrowing, and Equivalent strategies, with Komikcast additionally using Modulation. Whereas for this research the researcher only focused on structural strategies, in the form of Addition, Subtraction, Transposition.

The second previous from Esti Junining 2020 entitle "TRANSLATION STRATEGIES FOR TRANSLATING A NEWS ARTICLE". The aims of the research is to find out the theory used in this research is the theory of translation strategies by Baker's. The research collect the data with the result shows that the students employed all of the eight translation strategies from Baker's taxonomy in translating the news article.

The third previous from Mohammad Fariza Falefi 2018 entitle "AN ANALYSIS OF TRANSLATION STRATEGIES ON APPLE SMARTPHONE USER GUIDE". Where the same research as mine examines a translation strategy, the only difference is the used of the translation strategy and the media used. The only difference is the used of the translation strategy and the media used. They used translation

strategies semantic and strategies structural. Whereas for this research the researcher only focused on structural strategies.

