CHAPTER I

INTRODUCTION

A. RESEARCH BACKGROUND

The need for translation works today increases rapidly. This is due to the increasing demand for learning science and technology from foreign countries. One of those who need translation are students. Nowadays, many students in Indonesia need some references from foreign countries to support their studies. Meanwhile, most of the reference books or journals are written in English. Unfortunately, those who are not native speakers of English and those who do not have access to English will find it difficult to understand the references written in English. To cope with the problem, the presence of a translator to bridge the communication gap has a great importance. However the number of people who need translation is not comparable to the number of translators.

Translator needs a time to translate texts since translation involves two languages, while people need the translation for with. It becomes the reason for some people to invent, develop, and use Machine Translation (MT). One of the Machine Translations is a software program named Transtool.

Transtool and other MT are widely used by Indonesians because MTs are easier to use, faster, and cheaper. Bass (1999: 2) states, “MT truly seems miraculous the first time you see it in action. You open a document, select the text

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you want to have translated and press the ‘Translate’ icon.” Based on the statement, MT is very easy to operate.

Besides, “Transtool is an offline translation software which can be relied, it has an intelligence to translate sentences, paragraphs, and even chapters fastly” (anneahira.com). According to the statement, Transtool is a smart software. However, Bass (1999: 3) states that “MT is analogous to being an extremely fast typist. You can type up to 100 words per minute with 30% accuracy, or type at 30 words a minute with 99% accuracy.” Therefore, the translation undertaken by Transtool and human should be compared to verify the ideas above.

Furthermore, one of the books written in English that is used as handbook by the students is Advertising Communication and Promotion Management. This book is used as handbook in advertising subject for the fifth semester Communication Science students. Therefore some students who do not have access to English used Transtool to translate some parts of the book, while the others asked English Department students to translate some parts of the book.

Below are some examples of the comparison between machine and human translations of the summary of Chapter fifteen of a book entitled Advertising Communication and Promotion Management. In this case, the machine translation is Transtool Paradox Runtime version 9 and human translation is the student of English Department student who takes Translation Studies:

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Example 1

ST : Media selection (selection of general media types) is based on the brand’s communication objectives. (ST/01)

Transtool : Media Pemilihan (pemilihan [dari;ttg] jenis media umum) *apakah berdasar pada sasaran hasil komunikasi merek. (T/01/TT)

Student : Penyeleksian media (penyeleksian tipe media secara umum) didasarkan dari tujuan mengkomunikasikan merek. (H/01/TT)

The translations produced by Transtool and student are different. Transtool’s translation is not accurate and it has some grammatical errors, for example, “Media Selection” is translated into “Media Pemilihan”. It is not accurate, since “Media Selection” means the selection of media, while “Media Pemilihan” means the media for choosing. Additionally, the word “of” is translated into “[dari;ttg]” that means there are options in translating the word “of”. Whereas in translating, it is not appropriate to use more than one translations. Moreover, there is a question word “apakah” which is not suitable, since the ST is not a question sentence.

Meanwhile the student’s translation is more accurate, acceptable, and readable than Transtool’s translation. Although there is a misinterpretation. The student translated the phrase “selection of general media types” into “penyeleksian tipe media secara umum”. Whereas, “general media types” means the types of general media, while “tipe media secara umum” means the types of media generally.

Example 2

ST : Nearly all retailers also use POP media. (ST/14)
Transtool : *Hampir semua pengecer juga menggunakan media LETUSAN.* (T/14/TT)

Student : *Hampir seluruh pedagang ritel menggunakan media populer.* (H/14/TT)

As seen in the example above, Transtool translated the word “POP” into “LETUSAN” while the student translated it into “populer”. The translation produced by Transtool is not accurate, since the word “pop” in the ST above does not mean a sharp explosive sound as mentioned in Oxford Dictionary. Based on the context of the text, “POP” in datum T/14/TT means a modern popular style (Oxford Dictionary) because the context of the sentence is related to media. Meanwhile the student’s translation, “populer”, is appropriate since it means “popular”. Therefore, the student translation is more accurate than Transtool.

Example 3

ST : Retail store image advertising is different from retail product advertising. (15/TH)

Transtool : *Toko eceran gambaran iklan adalah berbeda dari reklame produk eceran.* (T/15/TT)

Student : *Pengiklanan citra toko ritel berbeda dengan pengiklanan produk ritel.* (H/15/TT)

From the example above, it can be seen that the translation of datum number 15/TH which is produced by using Transtool has grammatical errors. The phrase “Toko eceran gambaran iklan” is not appropriate with the grammar rules of the TL. Meanwhile the student translation is more appropriate than Transtool’s. The student translated the phrase “Retail store image advertising” into “Pengiklanan citra toko ritel” accurately. However, it is not clear for the target readers. The student should translate the word “advertising” into “mengiklankan”.

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Those examples above show the weaknesses of the translation produced by Transtool and the student. Therefore, by identifying the translation techniques used and assessing the quality, the translation produced by Transtool and student can be compared.

Previously, based on the information from digilib.uns.ac.id, there are several researches conducted by English Department students regarding MT. They are the research conducted by Ismiati in 2005 and Margarita Nining Astuti in 2007. However, those thesis are analyzing the MT only. While, in 2007, Bayu Budiharjo conducted a thesis regarding the comparison translation quality of MTs, “Transtool” and “Kataku”. It appears that there has not been any research that analyzes the comparison of techniques and quality of translation produced by Transtool and human translations.

Based on the phenomenon above, this thesis discusses about comparison of the quality and techniques used in the translation of the summary of Chapter fifteen of a book entitled “Advertising Communication and Promotion Management” done by Transtool Paradox Runtime Version 9 and a student of translation studies of English Department Sebelas Maret University. Thus, this thesis is conducted and entitled “A Comparison of Translation Techniques and Quality Between the Translations of Summary of Chapter Fifteen of a Book Entitled Advertising Communication and Promotion Management Undertaken by Transtool and Human Translator”.

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B. RESEARCH LIMITATION

This research focusses on the comparison of the techniques and the quality of the translation of the summary of chapter fifteen of a book entitled *Advertising Communication and Promotion Management* done by transtool machine and a student of translation studies. The data are 22 sentences of the summary of chapter fifteen of the book entitled *Advertising Communication and Promotion Management*. The data are not all of the sentences in the book because the sentences in the summary of chapter fifteen is adequate to be analyzed.

C. RESEARCH PROBLEMS

Based on the premises above, the following problems are proposed:

1. What are the translation techniques used by Transtool and the student of TranslationStudies in translating the summary of Chapter fifteen of a book entitled *Advertising Communication and Promotion Management*?

D. RESEARCH OBJECTIVES

The research goals are:

1. To identify the techniques used by Transtool and the student of TranslationStudies in translating the summary of Chapter fifteen of a book entitled *Advertising Communication and Promotion Management*.

2. To find out the translation quality of the summary of Chapter fifteen of a book entitled *Advertising Communication and Promotion Management* done by Transtool and the student of TranslationStudies.

E. RESEARCH BENEFITS

Hopefully this thesis will be able to make the readers aware that the instant way is not the best way to choose, due to its quality. Additionally, it is expected that this research will give a motivation to the translators to increase their ability in translation, especially in translating academic text.

Moreover, it is expected that this thesis will be able to help the readers, especially English Department students by using the content of this thesis as their reference in conducting other research. In addition, hopefully this research will be able to contribute to the companies or organizations which deal with academic text, textbook, and MachineTranslation.

Furthermore, it is expected that this thesis will be able to contribute for translators, especially students of translation major and the lecturers of English Department Sebelas Maret University.

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F. THESIS ORGANIZATION

The thesis is divided into five chapters. Those chapters are arranged as follows:

Chapter I: Introduction

The introduction is the general overview of this thesis. It consists of Research Background, Research Limitation, Research Problems, Research Objectives, Research Benefits, and Thesis Organization.

Chapter II: Literature Review

This chapter contains the theories and approaches used in analyzing the data. It covers the Definition of Translation, Problems in Translation, Translation Techniques, Translation Quality, and Machine Translation.

Chapter III: Research Methodology

This chapter explains the methods used in collecting data and conducting the thesis. This chapter consists of Research Type and Design, Data and Source of Data, Sampling Technique, Method of Data Collection, Technique of Data Analysis, and Research Procedures.

Chapter IV: Research Findings and Discussion

This chapter is the report of the analysis that covers the analysis of Translation Techniques, Translation Quality, and Discussion.

Chapter V: Conclusions and Recommendation

This chapter provides Conclusions of the research and also Recommendation for further research.

In the end of this thesis are the bibliography and appendices.