

# CHAPTER I

## INTRODUCTION

### A. Research Background

Internet has always developed since its first invention in 1950s (Ochoa, 2012, p. 18). He added that, in the earlier time, it was meant for communication and social media. Later, it was commercialized and many brands and companies use it to grow their businesses (Ochoa, 2012, p. 22). Today, internet cannot be separated from our daily life and digitalization cannot be avoided anymore.

Currently, Google is one of the most used search engines in the world. According to Statista (2020), Google has controlled the market by owning the 86.86% of worldwide market share as of July 2020 and 98.23% market share in Indonesia as of August 2020. This fact is in accordance with the amount of individuals or companies to rely on Google to build their brands and reputations online. This led to the flooding of information that need to be put in Google.

Ochoa elaborated further that due to the massive information that could not be possibly put in one page, Google created *page ranking*. This ranking is to measure the quality of a web page to perform in the top result of Search Engine Result Page (SERP). The *page one*, which is the highest result in the SERP, is the goal of Search Engine Optimization or SEO (2012, pp. 28–31).

SEO is not only done by SEO experts. Beginners have the similar opportunity to work on their own sites. Matthew Woodward, a SEO specialist stated that “Anyone can do SEO however it takes knowledge and time so if you

are short of these then you can hire someone to do your SEO. If you don't want to invest then you need to do SEO yourself" (Woodward, 2020).

Unfortunately, not all SEO technique is acceptable for Google. Neil Patel (n.d.) mentioned that there is *black hat SEO* which violates Google rules and can harm the website ranking. The bad thing is that beginner might violate Google rules due to the unawareness of the suggested techniques. To overcome this issue, Google has published a warning on its page:

While SEOs can provide clients with valuable services, some unethical SEOs have given the industry a black eye by using overly aggressive marketing efforts and attempting to manipulate search engine results in unfair ways. Practices that violate our guidelines may result in a negative adjustment of your site's presence in Google, or even the removal of your site from our index (Google, 2020)

To minimize the problem that may occur, Google officially published the *Search Engine Optimization Starter Guide* which has been translated into other languages.

The translation process is important to carry the meaning from the source text (ST) into target text (TT). Since this is a guide book, the translation process belongs to technical translation. "Technical translation covers the translation of many kinds of specialized texts in science and technology, and also in other disciplines such as economics and medicine" (Williams and Chesterman, 2002, in Hosseinimanesh and Dastjerdi, 2013, p. 156).

Furthermore, Williams and Chesterman (2002) in Hosseinimanesh and Dastjerdi (2013, p. 156) stated that "the translation of these texts needs a high level of subject knowledge, and a mastery of the relevant terminology". The stated terminology then will be referred to as technical terminology or technical term.

Wüster (1979 in Bühler, 1982, p. 429) stated that “terminology work starts with the systematization of concept to which terms are assigned later”. On another study, Johnson and Sager (1980, as cited in Bühler, 1982, p. 429) defined terms as “items characterized by special reference within a discipline”. Linking to previous statement on technical text, it can be concluded that technical term is a term used in a technical text that conveys a certain meaning in a particular field.

Back to the text, in translating *Search Engine Optimization Starter Guide*, the translator needs certain translation techniques in order to translate the text accurately, acceptably, and understandably. Furthermore, the translation of the technical terms also needs to be given more attention and the translator has to be aware of the problems that might appear in the translation process. Krein-Kühle (2003, pp. 10–11) believed that “Scientific and technical translators have not been ‘just’ translators, but often scientists as well” and “. . . the higher the degrees of specialization and abstraction, the lesser the clarity for the translator”.

As elaborated by Bell (1993, p. 6), the main problem translator face during translation process is about finding equivalence from the source language (SL) into target language (TL), in term of semantic and style. He added, translator might be criticized for the ‘ugliness’ of a ‘faithful’ translation when deciding to translate word-for-word (literal translation) or judged for the ‘inaccuracy’ of the ‘beautiful’ translation when translating meaning-for-meaning (free translation).

Above is the main problem in the translation of more general texts. However, Handayani argued that the problem could be more complicated if the translation process is carried out to translate scientific texts from specific fields,

such as: law, religion, or medicine. The translator has to be more cautious about the terms that have to be translated accurately and acceptably for the target text readers. Texts on those certain fields can be concluded as specific and sensitive texts which might cause errors in the translation process (2009, pp. 3–4). Furthermore, Hosseinimanesh and Dastjerdi (2013, p. 157) wrote that the translations of course books in the technical fields are of low quality so that the students cannot make use of them and, therefore, they only depend on the course instructor.

The problem occurring in the translation of technical text might be caused of the existence of technical terms that need to be given more attention. To take example from the source of data, below is the sample of technical terms found in the source of data:

**Example 1 (Datum No. 080):**

**ST** : Use brief, but descriptive filenames and **alt text**

**TT** : *Gunakan nama file dan **alt teks** yang singkat namun deskriptif*

**Alt text** means an alternative text accompanying an image that will appears in case the image cannot be loaded for certain reason. Unfortunately, this translation contains error in grammatical structure. It should be translated as **teks alt** according to the grammatical rule of Indonesian. This problem lead the researcher to analyze further about the translation of technical terms in terms of translation technique and translation quality used by the translators.

The technical terms above need to be translated accurately and acceptably for the target reader. Unawareness in the translation process might affect the translation quality.

Researches focusing on technical terms translation have been conducted. Handayani (2009) conducted a research on the translation of medical term. Her purpose was to analyze the translation technique, method, ideology, and quality of medical terms found in “Lecture Notes on Clinical Medicine” and its translation “Istilah Kedokteran Lecture Note Kedokteran Klinis”. Hassan (2017) wrote a research about translating scientific terminology from miscellaneous fields, including astronomy, physics, computer studies, medicine, etc. Karjo (2015) conducted a research in legal text translation. She analyzed the English-to-Indonesian translation of legal expressions performed by selected Binus University students.

Based on the background elaborated above, this research focuses on technical terms in *Search Engine Optimization Starter Guide* and their Indonesian translation in *Panduan Memulai Pengoptimalan Mesin Telusur*. Further analysis will be carried out to measure the translation quality caused by a certain translation technique. This research focusing on technical term translation becomes important to conduct because “without translation, the modern phenomenon of ‘technology transfer’ would not exist” (Krein-Kühle, 2003, p. 10). Considering that knowledge branch will always develop, further researches on scientific translation are needed to make the knowledge more accessible for scholars or learners interested in it.

## B. Research Limitation

This research is oriented to the translation product. Therefore, the researcher does not study the translation process experienced by the translator. The object of this study is the technical terms in the *Google Search Engine Optimization Starter Guide* and their Indonesian translation in *Panduan Memulai Pengoptimalan Mesin Telusur*.

The technical terms studied were limited to SEO term that had been validated using the 3 parallel texts, namely: the glossary list from the text itself, SEO glossary from moz.com, and SEO glossary from morningscore.io. There might be other technical terms in the IT field that were found in the text. However, the researcher emphasized that only SEO-related terms were being analyzed.

The researcher only analyzes the translation techniques of technical terms from English into Indonesian and the impact on the translation quality. This research is limited to the translation of technical terms in a technical text and cannot be generalized in the other types of text. Moreover, the Translation Quality Assessment is only to measure the translation quality of technical terms and cannot be used to judge the translation quality of the overall text.

## C. Problem Statements

Based on the background of the study, research questions are defined as follows:

1. What are the translation techniques used by the translators in translating the technical terms in the *Google Search Engine Optimization Starter Guide*?

2. How is the quality of technical terms translation related to the translation techniques used by the translators?

#### **D. Research Objectives**

1. To identify, describe, and classify translation techniques used by the translators in translating the technical terms in the *Google Search Engine Optimization Starter Guide* from the English version and its Indonesian translation.
2. To measure the translation quality on the technical terms in the *Google Search Engine Optimization Starter Guide* from the English version and their Indonesian translation.

#### **E. Research Benefits**

The researcher hopes that the findings of this study give benefits to all readers. There are two types of benefits from this research.

1. Theoretical Benefits

This research is expected to provide a clear explanation about translation techniques and translation quality of the technical terms in the *Google Search Engine Optimization Starter Guide*. Furthermore, this research is expected to contribute in enriching the applied research on translation especially the translation technique of technical terms and to support the existed researches on the similar topic.

2. Practical Benefits

- a. For students

This research is expected to be concluded as reading materials for students interested in translation study, especially in the translation technique of technical terms.

b. For Lecturers

This research is expected to be a useful reference in the teaching-learning process of translation. It can facilitate the lecturers in improving the examples related to the translation techniques of technical terms.

c. For other researchers

It can be a reference for other researchers who will write a research about translation techniques and translation quality of technical terms. Considering that knowledge branch will always develop, further researches on scientific translation are needed to make the knowledge more accessible for scholars or learners interested in it.

d. For translators

The research can help the translators as a guide to make better translation when translating technical texts. Furthermore, this research can also be used and applied by translators as a reference when translating technical terms in a technical text.