

CHAPTER I

INTRODUCTION

A. Research Background

Nowadays, people are familiar with the internet, software, websites, social media, and online-based electronic devices such as cellphones, laptops, or desktop computers. Those online-based products would certainly have guides, information, instructions, and help centres attached to their product. They are usually called user assistance or “UA”. As stated by Welinske (2011), a writer of UA, UA categorized several features, including Help, Wizards, Tutorials, Written Manuals (and their PDF equivalents), and User Interface Text, but not limited to them. As a guide that provides users in using the product, UA is an important subject of software, website or social media.

Social media, in this case, has a UA form in their help center website. The help center itself may provide its users with their locale language, because the more users from all over the world the more translated versions the developer must provide. To achieve this, developers use localization as the key to reach the global target market. Localization defined by Pym (2010) implies modifying features to suit a specific 'locale' which, regardless of the nature of the communication, is understood as a market segment identified by criteria such as language, currency, and perhaps educational level or income bracket. It means, localization is used to adapt communication features to a locale's market.

Meanwhile, localization of UA in social media plays an important role in developing software products. If the product has a poor quality UA translation, users may not be interested anymore in using it. There is often a large gap between what users know and developers want users to know. This gap is how developers' intention about their product is conveyed to users. The translator should fill this gap by

accurately translating UA to the target market language. The translator in this case, should be experts in units of linguistics such as words, phrases, and sentences.

UA itself is a document or text whose main purpose is to provide information or instructions that help users of certain products according to Hughes (2009). Before the internet and social media became common and are highly used, people have known this term as manuals, tutorials, or guides that help users operate some electronic devices. The development of knowledge in the field of the internet and various products that use online-based-networking make that type of text come in a different form. The difference lies in where the guides are placed. Now, they are available on all screen-based tools or online. The type of those texts have similar function with the types of text that Reiss has discussed. Reiss's text type (1981) is divided into three categories based on its function: informative, operative and expressive.

This research aims to investigate the types of text, discover and analyze the translation techniques, and the translation quality of the UA of social media: Instagram, especially in UA text “login troubleshooting” from the Instagram website. Instagram is one of the most popular social media platforms that provide its product with an Indonesian version. Created by Kevin Systrom and Mike Krieger and launched initially on iOS in October 2010, Instagram is an American photo and video sharing social networking service owned by Facebook (Holak, 2017). Instagram has gained a reputation and many users worldwide since it is available on Android, Desktop such as Fire OS and Windows 10. According to a study by Statista (2021), Instagram is the number 4 most popular social media worldwide. Meanwhile, according to Rizaty (2021) Indonesia is listed as the fourth country with the most Instagram users in the world. It means the amount of Instagram users is vastly spread around the globe, including in Indonesia.

Instagram is not only an application that shares photos and videos but is also used as a medium for promotion and e-commerce. That is why the number of users is increasing rapidly. The existence of social media influencers also affects the increasing popularity of Instagram worldwide, including in Indonesia. As the traits above, the researcher thinks that Instagram must have qualified documentation in their product,

especially in UA, to improve its quality. The researcher uses UA “login troubleshooting,” a common problem encountered by users as it also contains some guides and helps on how the users use Instagram properly and effectively. The researcher found it interesting to analyze UA translation on Instagram since there are not many studies conducted in this field, especially in translating UA.

The researcher looks at the previous research that other scholars or researchers have conducted compared to this research. The first research comes from an article by Patrizia Pierini in 2007. It is the article “*Quality in Web Translation: An Investigation into the UK and Italian Tourism Web Sites*,” which has been published in The Journal of Specialized Translation. This article discussed the theoretical issues such as localization and translation and the criteria to assess translation quality on the tourism website, particularly on the accommodation page of tourist boards and hotel sites. The researcher of this article used the Localization theory (Esselink, 2000) and the Translation Problem by Newmark (2001). This research used purposive sampling concerning the verbal component of Web pages by comparing English textual segments and their translations into Italian and vice versa. The results of this research are: the verbal message has a low degree of adaptation while non-verbal were left unchanged. The cases of mixes of languages, partial translation, and summary translation with a lack of adaptation would hinder the effectiveness of the message. The quality of the website translation is also not quite good.

Buntar Tri Angono conducted the second research in 2012. It is a thesis entitled “Analysis of Translation Technique and Quality Assessment as Part of Software Localization: UCweb Browser” by an English Department student of Sebelas Maret University. The researcher analyzed the translation techniques and how they affected the translation quality of the UCweb Browser. The researcher uses the translation techniques theory by Molina and Albir (2002) and Nida and Taber (1974). The researcher also uses the translation quality assessment theory by Nababan (2008). The analysis showed that the data are classified into 14 categories based on the translation techniques involved. The result also showed the user interface in the program UCweb browser is generally well translated into the target language.

The third research scrutinized by an English Department student of Sebelas Maret University, Hani Iswuri, in 2017 is entitled “An Analysis of Translation of Twitter Helping Center Website www.support.twitter.com.” This research aimed to analyze translation techniques and the quality of the Twitter Help Center Website. The researcher used the Localization theory by Pym (2010) and the translation technique theory by Molina and Albir (2002). The researcher also used the translation quality assessment by Nababan et al. (2012). In this research, the writer found nine single translation techniques and 12 multiple techniques used by the translator in translating the website of Twitter Helping Center www.support.twitter.com. The techniques of translation used by the translator affect the quality of translation, but the results of the translation techniques are of good quality.

Considering the background, the researcher wants further to discuss translation and localization in a different area. The researcher is interested in finding the techniques and the quality assessment of the translation of Instagram user assistance “login troubleshooting.” This research uses the type of text theory by Reiss 1981 to determine the text type of UA text. Then using Molina and Albir (2002) as a basic theory of translation technique and the quality translation theory applied in this research is the theory from Nababan et al. (2012).

B. Research Limitation

The researcher studied the translation of user assistance related to the type of text and focused on analyzing the translation technique and quality. Related to the quality of the translation, the researcher focused on analyzing the translation's accuracy, readability, and acceptability and the techniques applied in translating user assistance on the Instagram website from English into Indonesian.

C. Problem Statements

Based on the research background, the problems are formulated as follows:

1. What text types are found in the source text and target text?
2. What techniques are used by the translator(s) in translating 5 texts user assistance translation of “Login Troubleshooting” on Instagram website?
3. How do the techniques affect the levels of accuracy, acceptability, and readability of 5 texts user assistance translation of “Login Troubleshooting” on Instagram website?

D. Research Objectives

The objective of this research are:

1. To classify the text types that are found in user assistance “login troubleshooting” on Instagram website
2. To determine what techniques are used by the translator(s) in translating user assistance on Instagram website
3. To identify the accuracy, acceptability and reliability of the user assistance translation on Instagram website.

E. Research Benefits

The researcher hopes that this research will be beneficial for:

1. Translators and researchers

This research can be a reference for translators in translating software, website, and other digital platforms. This research is expected to help other researchers conduct further studies on this field, since social media is necessary for people to do different things from communication and information to marketing.

2. English Department students

This research can be a reference for students, especially those interested in software and website translation, to increase their knowledge and understanding on software and website translation.

3. Lecturers

This research is expected to be used as a guide in giving lectures on software and website translation, what techniques the translators use, and how to deal with problems found in translating software and website translation.

F. Thesis Organization

CHAPTER 1 : INTRODUCTION consists of Research Background, Research Limitation, Research Statements, Research Objectives, Research Benefits, and Thesis Organization.

CHAPTER 2 : LITERATURE REVIEW consists of Translation Definition, Type of Text, Techniques of Translating User Assistance, Quality of User Assistance Translation, Localization, Website Localization.

CHAPTER 3 : RESEARCH METHODOLOGY consists of Research Method, Data and The Source of Data, Sample and Sampling of Technique, Method of Data Collection, Research Procedure, and Technique of Data Analysis.

CHAPTER 4 : DATA ANALYSIS User Assistance found in Instagram, Unit of Linguistics within User Assistance, Techniques Used by The Translator in Translating User Assistance in Instagram, Quality of User Assistance Translation, and Discussion.

CHAPTER 5 : CONCLUSION AND SUGGESTION